

13,000 Copies This Issue

MARCH, 1959

sbs

SOUTHERN BUILDING SUPPLIES

Serving dealers and wholesalers in 18 Southern and Southeastern States

DIXIE DEALERS SWING TO KITCHEN SALES

SEE PAGE 49

University Microfilms
313 No First St
Ann Arbor Mich 4

Profitable Outlet for Linoleum

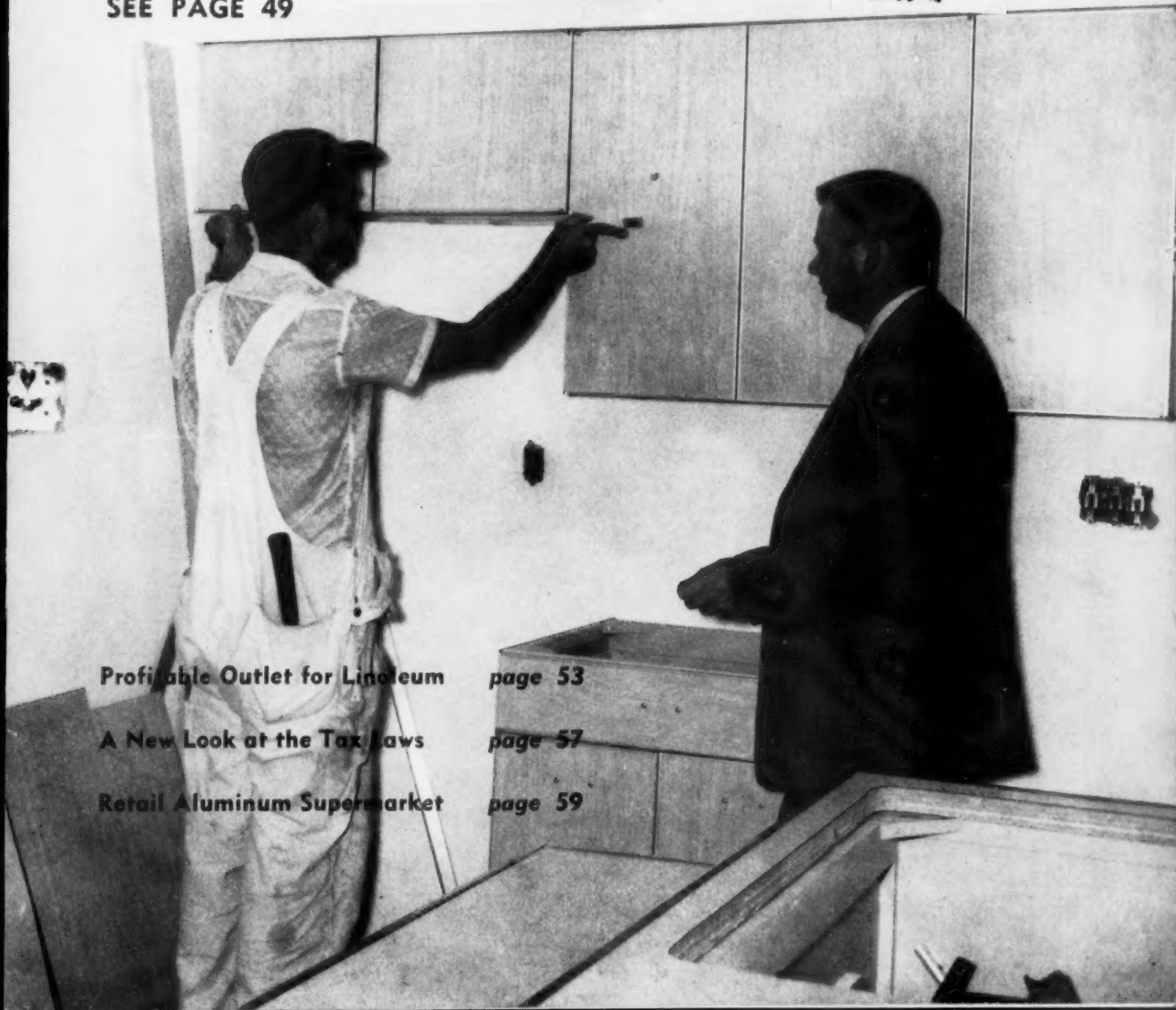
page 53

A New Look at the Tax Laws

page 57

Retail Aluminum Supermarket

page 59



Bradley - Southern

Lumber

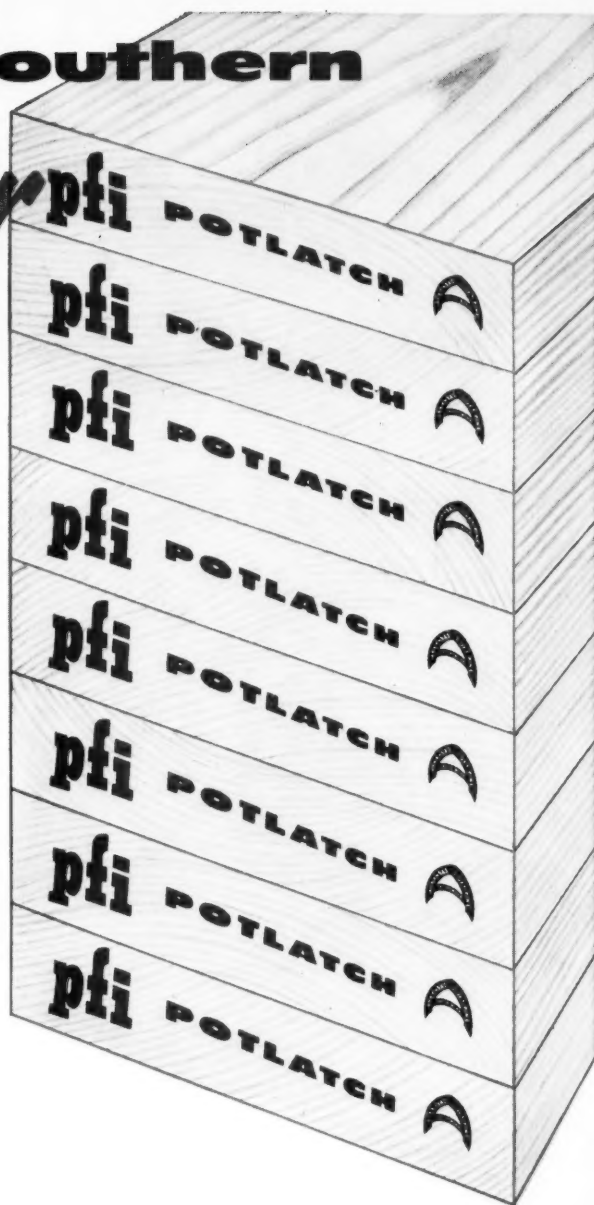
MIXED LOADS
a Specialty!

PROMPT SERVICE
a Certainty!

You can **DEPEND** on Bradley-Southern for **BIG A QUALITY** and **FAST SERVICE!** Our two big pine mills and one hardwood mill assure ample stocks at all times. Look to Bradley-Southern for **BIG A QUALITY** pine dimension, flooring, boards, siding and paneling.

Call us for Bradley Brand Straightline Oak Flooring. Rely on us for immediate shipment of **OAK AND PINE SPECIALTY ITEMS**, everything from Interior and Exterior Moulding and Trim to Stair Treads, Thresholds, Door and Window Jambs and Hardwood Furniture Dimension.

Tell us what you want . . . **WE HAVE IT!**



**We Offer you ONE-STOP service for EVERYTHING
In Lumber for Home Building!**



BRADLEY-SOUTHERN DIVISION

POTLATCH FORESTS, INC.

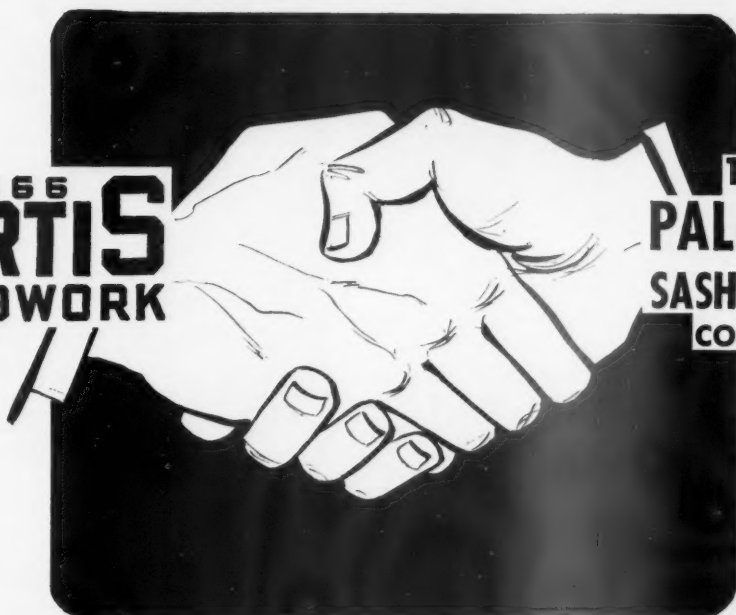
WARREN, ARKANSAS

Home of Famous Bradley Straightline Oak Flooring—None Finer!

LEADERS IN THE FIELD

have joined hands

1866
CURTIS
WOODWORK



1934
PALMETTO
SASH & DOOR
COMPANY

**WE ARE PROUD TO ANNOUNCE
THAT CURTIS COMPANIES, INC.
HAVE SELECTED US AS THEIR
CAROLINA REPRESENTATIVES**

(ALL OF SOUTH CAROLINA AND LOWER HALF OF NORTH CAROLINA)

PALMETTO SASH & DOOR
COMPANY, INC.

"25 YEARS OF DEPENDABLE SERVICE TO THE BUILDING MATERIAL DEALERS"

Post Office Box 514

Orangeburg, S. C.

Problem:

WITH AN ORDER FOR A TRUCKLOAD
OF SHEATHING AT STAKE, THIS
DEALER FOUND HIS STOCK DEPLETED

Solution:

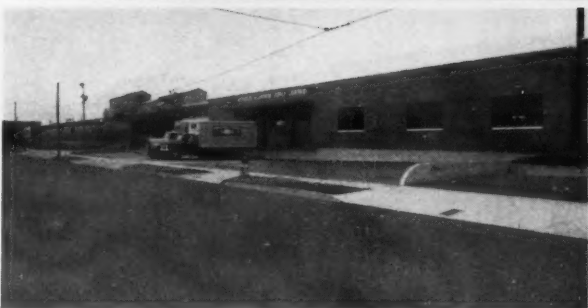
IN HUNTSVILLE, ALABAMA, a building materials dealer, Mr. Wayne Boggus of S & W Supply Company, found himself in a spot. He had a customer for a truckload of plywood sheathing, but no plywood on his floor. He thought that his customer *might* wait a day or two, but he couldn't be sure, and his reputation for prompt service was at stake along with the order.

MR. BOGGUS called Gene Beall, Reynolds Aluminum Supply Company Branch Manager in Birmingham, just before noontime one day last month. After listening to the problem, Gene checked and found that one of his trucks was making a delivery close to our Memphis Branch. He got a call through to his driver in twenty minutes, re-routing the truck into Memphis to pick up the sheathing there. By making use of our Memphis inventory to fill the order, Gene saved several hours.

OUR DRIVER reached Memphis before two o'clock, where a waiting crew was ready to load the material. Like all of our ten warehouses, the plant there is equipped to handle all sorts of material quickly and carefully. Within one hour, the plywood was on board and the truck back on the road, with a chance to reach Huntsville that evening, before Mr. Boggus closed his store. If the driver didn't make it, he had instructions to stay overnight and make delivery first thing in the morning.

TRAFFIC WAS HEAVY and our driver just missed the evening delivery, but he was waiting at the store next morning when the doors were opened by an impressed and pleased Mr. Boggus.

This story is not unique. Dealers face problems like this often, and we make it our business to help solve them. Why not let us help with yours in the future? Call our nearest warehouse, or write P. O. Box 1367, Atlanta, Georgia.



REYNOLDS ALUMINUM SUPPLY CO.

Established 1914

GENERAL OFFICES: ATLANTA, GEORGIA

Atlanta, Georgia • Birmingham, Alabama • Jacksonville, Florida
Louisville, Kentucky • Memphis, Tennessee • Miami, Florida • Nashville, Tennessee
Raleigh, North Carolina • Richmond, Virginia • Savannah, Georgia

sbs**SOUTHERN
BUILDING
SUPPLIES**

March, 1959

Vol. 14 — No. 3

SID WRIGHTSMAN JR., *Editor*HARRISON WATTS, *Associate Editor*PENN ANTHONY, *Assistant Editor*BARON CREAGER, *Southwestern Editor*
(6131 Luther Lane, Suite 208, Dallas 25, Tex.)

FIELD EDITORS

S. W. ELLIS Little Rock, Ark.	WENDELL GIVENS Birmingham, Ala.
HAL M. NEWSOME Miami, Fla.	C. LORENTZSON Atlanta, Ga.
L. H. HOUCK Jefferson City, Mo.	HARRY J. MILLER Sarasota, Fla.
WARNER OGDEN Knoxville, Tenn.	RUEL McDANIEL Port Lavaca, Texas
RICHARD LANE Memphis, Tenn.	M. J. STAHL Tulsa, Okla.

B. S. MILLER
Washington, D. C.J. J. FELTON, JR., *Business Manager*J. A. MOODY, *Production Manager*H. REDFERN HOLLINS, *Director of Research*

Business Representatives

Charlotte:

W. C. RUTLAND, P. O. Box 102, Gastonia, N. C.
Tel. University 7-7993.

Chicago:

ROBERT A. BLUM, 333 No. Michigan Ave., Chi-
cago 1, Ill. Tel. Central 6-6964.

Cleveland:

JOSEPH B. ROGERS, 16404 Southland Ave., Cleve-
land 11, Ohio. Tel. Clearwater 1-9063.

Dallas:

BARON CREAGER, 6131 Luther Lane, Suite 208,
Dallas 25, Texas. Tel. Emerson 1-6521.

Los Angeles:

WARREN R. CHRISTIAN, 4140 Edenhurst Ave.,
Los Angeles 39, Calif. Tel. Hollywood 2-1133.

New York:

WARREN V. SMITH, 41 Russell Road, Fanwood,
N. J. Tel. Fanwood 2-9292.

Pittsburgh-Buffalo Area:

J. D. PARSONS, 39 Atlantic Ave., Cohasset,
Mass. Tel. Evergreen 3-0712.

San Francisco:

FRED JAMESON, 821 Edinburg St., San Mateo,
Calif. Tel. Diamond 3-8806.

Editorial and Business Offices

Tel. Trinity 4-4462

806 Peachtree Street, N.E.
Atlanta 8, Georgia

In This Issue

Dixie Dealers Swing to Kitchen Sales	49
Their Kitchen Sales Soar	51
Profitable Outlet for Linoleum	53
A Trend to Compact Kitchen Built-Ins	54
A New Look at the Tax Laws	57
He Retail Aluminum Supermarket-Fashion	59
Building Supplier with Stained Glass Windows	61
Southwestern Convention Highlights	62
Mid-South Convention Report	64

Regular Departments

Better Ways	4
S-B-S Significant Trends	10
Association Directory	11
Industry News	12
Convention Calendar	65
Building Trends	74
Dealer News	76
Product Parade	81
Silent Salesmen	90
Helpful Booklets Free	96
Manufacturer News	102
Helpful Literature	104
Strictly Wholesale	107

NBP

BPA

Published monthly by

W. R. C. SMITH PUBLISHING COMPANY
Charlotte, N. C., and Atlanta, Ga.W. J. ROOKE, *Chairman of the Board*RICHARD P. SMITH, *President and Treasurer*

T. W. McALLISTER	First Vice-President
E. W. O'BRIEN	Vice-President
A. E. C. SMITH	Vice-President
JOHN C. COOK	Vice-President
A. F. ROBERTS	Secretary
SERA J. JONES	Asst. Sec. and Treas.

Publishers also of

SOUTHERN POWER & INDUSTRY
SOUTHERN HARDWARE
SOUTHERN AUTOMOTIVE JOURNALSOUTHERN FARM EQUIPMENT
ELECTRICAL SOUTH
TEXTILE INDUSTRIES

Copyright 1959, W. R. C. Smith Publishing Co., Atlanta, Georgia

Published monthly and mailed without charge to wholesalers and
retailers of lumber and building materials in the 11 Southern
and Southwestern states and the District of Columbia. The sub-
scription price to all others is \$4.00 per year or 50 cents a copy.
Accepted as controlled circulation publication at Charlotte, N. C.

• Available in these sizes
 9/16" Gauge—7/16" Head
 1 1/4" 1 1/2" 1 3/4" 2" 2 1/2"



ALUMINUM Roofing Nails

**WITH NEOPRENE WASHER ATTACHED
 NEVER LOOSEN OR LEAK WHEN USED
 WITH ALUMINUM OR GALVANIZED ROOFING**

Whether your job is a chicken house, a barn or a 10 acre industrial plant, these Phifer Aluminum Roofing Nails with Neoprene Washer Attached are the economical, worry-free answer to corrugated roofing or siding fastening. When used with Aluminum they are non-corrosive. With any roofing or siding, they are rustless and stain-free for the lifetime of the building. Write today for samples and prices.

ALSO FOR PLASTIC PANELS

PHIFER WIRE PRODUCTS

TELEPHONE PLAZA 2-5594

TUSCALOOSA, ALABAMA

PHIFER WIRE PRODUCTS

P. O. Box 9007, Tuscaloosa, Alabama

Send sample of Aluminum Roofing Nails with Neoprene Washer Attached and price list to:

NAME _____

ADDRESS _____

**PASTE ON
 POSTCARD
 AND MAIL
 TODAY!**



'BETTER WAY'

To Sell More Ladders, Display 'Em!



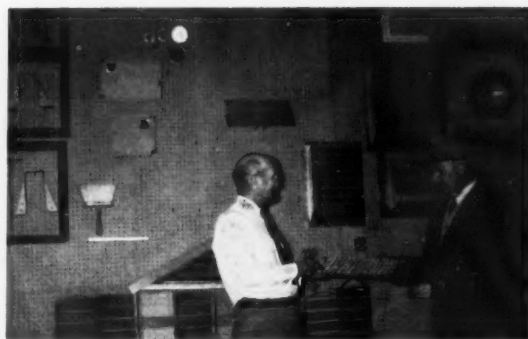
A veteran hardware jobber salesman, D. A. Hyer, now cashes in on merchandising methods in his Dover, Del., retail store that he once saw proven by lumber and hardware dealers elsewhere. He doesn't, for example, let his stock of ladders go unnoticed on a shelf in the warehouse.

Step ladders get the attention of nearly everyone who enters Davey Lumber Co. — for two or three are sitting right by the sales counter and office. In photo, Dealer Hyer explains merits of a five-foot ladder to a handyman.

The result? Davey Lumber sells about \$500 in ladders each year. With a 40-per cent mark-up, they add good profit to the store's income. Hyer normally keeps 12 ladders on hand, with popular sizes on display in the store.

Kept in stock for ready delivery are 4', 5', 6', 7', and 8' step ladders, and 24' and 30' extension ladders.

Pegboard Displays Hike Sales by 25%



A good way to remind builders of small items likely to slip their minds is to put up a miscellaneous pegboard display, according to G. W. Burton Jr., president, Richmond Builders Supply Corp., Richmond, Va. Showing types of siding, brick, louvres in all sizes, cleanout doors, and specialty items, such displays reportedly have increased sales by 25 per cent.

Said Burton: "If we did not place the basement

sash, foundation vents, and such small items right in front of our sales counter, these sales would slip to competitors. At the time builders order their siding, brick, sheetrock, roofing, insulation, we turn to our wall display of specialty items. Then neither of us forgets."

Concrete Storage Bins Bring Increases

Installation of these two pre-cast concrete storage bins and a larger conveyor chain has increased capacity of ready-mix concrete plant from 150 to 500 yards per day for the W. L. Brakefield Lumber Co., Jasper, Ala.

The storage bin for gravel holds five car loads, and three car loads of sand are stored in small bin, shown at right. Pre-cast forms for the bins were made by Fleming Sand & Gravel Co., Corinth, Miss. The bins were erected in five days. Necessary bin-strength was obtained through tongue-and-groove of pre-cast slabs, and the adjustable steel reinforcing bands on outside.



A steel bin under railroad spur receives material from car. An adjustable gate regulates loading of conveyor belt that moves material to the lift chain and buckets. A car of gravel can be unloaded in 23 minutes.

Besides providing time- and cost-saving and plant capacity increase, the system prevents freezing of stored material in winter.

Brakefield Lumber is owned and operated by the W. L. Brakefields, senior and junior.


Got A Good Idea?

\$7 will be paid for every better way, time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Building Supplies, 806 Peachtree St., N. E., Atlanta 8, Ga.

SOUTHERN

Metal

THRESHOLDS and WEATHERSTRIPS




Model A40
VP
with Vinyl
Inserts

This modern sweep-over type of threshold is completely water proof, protected at all floor contact points with long lasting vinyl inserts. We manufacture 45 threshold types. Send for new catalog—57A.

Built for long-lasting satisfaction

New—Southern Latch Track



A750

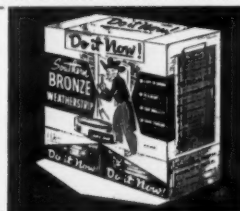
A750 Aluminum 5" x 1/2" B750—Brass 5" x 1/2"

A new, effective latch track that will fill the growing school building demand.

All Types of Bronze, Aluminum and Stainless Steel Weatherstrips

"Do it Now" Bronze W/S

12 coils in handy dispenser with nails.



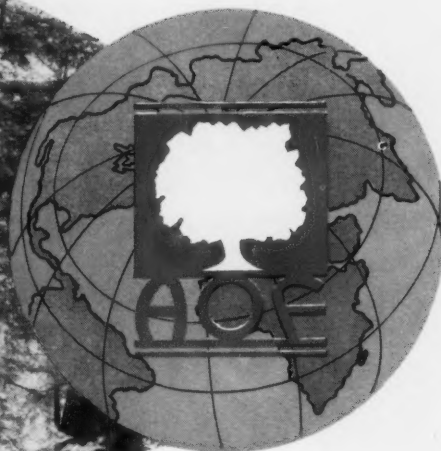
"Count on Southern"

SOUTHERN METAL PRODUCTS CORP.

1775 AIRWAYS • PHONE FA 7-8431 • MEMPHIS, TENN.

Photo courtesy of
U. S. Forest Service

from the forests of the world



lumber to supply the building industry

MAHOGANY from Africa, Honduras, and the Philippines . . . PARANA PINE from Brazil . . . HARDWOODS from Canada . . . DOUGLAS FIR, PONDEROSA PINE, SUGAR PINE, REDWOOD and the many soft wood products from the West Coast . . . all are brought to Atlanta Oak Flooring Company to supply you with the world's finest lumber for building. This lumber is available from AOF's ten key distribution centers. Whatever your requirements . . . carloads, mixed cars, or L.C.L. quantities, we can meet them promptly. Contact your nearest AOF office and have a representative come by to talk over your lumber needs. There's no obligation.

The Sign of Supply...

ATLANTA OAK FLOORING CO.

ATLANTA, GA. • CHARLOTTE, N. C. • CHATTANOOGA, TENN. • GREENVILLE, S. C.
MIAMI, ORLANDO, JACKSONVILLE, TAMPA, FLA. • RALEIGH, N. C. • SAVANNAH, GA.

Only three nails required per shingle... 1,900 fewer nails on a 20 square roof... nailing marks insure correct and fast application.

Wider, 8" exposure means only 75 shingles per square... 100 fewer shingles to apply on a 20 square roof compared with ordinary strip shingles.

Strong tabs hold each shingle securely in place... warranted in writing against wind damage.

Self aligning... approved for low slope roofs without cementing tabs (except along eaves and rakes).

18"

26½"

AVAILABLE IN

Trend Colors

ANOTHER
RUBEROID
DESIGN...

FOR VOLUME SALES
WITH PROFIT!

LOK-TAB® asphalt shingles

Ruberoid Lok-Tabs are backed by the most powerful sales feature in the industry — a *written warranty against wind damage!* This exclusive warranty covers wind damage even from cyclones and hurricanes. It's another outstanding product design from Ruberoid—the industry leader since 1886. But that's not all! You get more than top-quality products.

Ruberoid supports your sales efforts with national and trade advertising... promotions and merchandising aids... a complete line of roofing and siding... All substantial reasons why dealers count on Ruberoid for *profit*, year after year. Contact your Ruberoid representative today. Or write:
The RUBEROID Co.

RUBEROID®

500 FIFTH AVENUE, NEW YORK 36, N. Y.

New Andersen Patio Wall!

*Beautiful, functional, profitable
... ideal for cashing in on big trend
to indoor-outdoor living*

Here's a wonderful new idea and money-maker. You sell the new Andersen Patio Wall as a complete, quality package. Yet it actually consists of handsome Andersen Gliders—plus matching door furnished by you. You have no new parts to stock. There are no installation headaches. And the new Andersen Patio Wall gives you all of the following sales advantages over metal sliding doors.

Easy to sell! The new Andersen Patio Wall is sold only through dealers like you. You're not competing with direct selling sources that handle most metal sliding doors. Despite its superior construction, and weathertightness, it usually sells for less than metal sliding doors of acceptable quality.

Trouble-free, weathertight! Famous Andersen precision manufacturing assures lifetime, trouble-free operation. Andersen Gliders open effortlessly, close in the same plane. Lock pressure-tight for all-weather protection.

Hinged—not sliding—door! Practical. Convenient. Weathertight. No floor level tracks to be damaged or collect dirt and water. No glass at floor to which so many women object. Added protection against dirt, driving rain.

Baseboard convenience! Your customers can install heating, electrical outlets under windows. Protects against rain. Gives floor level insulation and comfort. Eliminates floor breakage of glass.

Natural beauty! Fashioned in wood, new Andersen Patio Wall adds natural warmth and beauty instead of cold metal look. Penta-treating of Andersen Gliders provides permanent protection against termites, decay.

Get complete facts on new Andersen Patio Wall from any of distributors below or write: Andersen Corporation, Bayport, Minn.



Quickly available from complete stocks of these distributors:



ALABAMA

Birmingham Sash & Door Co., Birmingham

FLORIDA

Huttig Sash & Door Co., Jacksonville

GEORGIA

Huttig Sash & Door Co., Atlanta

KANSAS

Rock Island Wholesale Co., Wichita
Rounds & Porter Co., Wichita

KENTUCKY

Huttig Sash & Door Co., Louisville
Weyerhaeuser Distributing Yard, Louisville

LOUISIANA

Davidson Sash & Door Co., Alexandria, Lafayette
and Lake Charles
United Sash & Door Co., Baton Rouge
New Orleans Sash & Door Co., New Orleans

MISSOURI

American Sash & Door Co., Kansas City
Huttig Sash & Door Co., St. Louis



Imse-Schilling Sash & Door Co., St. Louis
Toombs & Co., Springfield

NORTH CAROLINA
Huttig Sash & Door Co., Charlotte

TENNESSEE
Huttig Sash & Door Co., Knoxville and Nashville
Memphis Sash & Door Co., Memphis

TEXAS
Huttig Sash & Door Co., Dallas

VIRGINIA
Morgan Millwork Co., Arlington
Huttig Sash & Door Co., Roanoke

Andersen Windowalls
TRADEMARK OF ANDERSEN CORPORATION
ANDERSEN CORPORATION • BAYPORT, MINNESOTA

S B SIGNIFICANT TRENDS

March, 1959

Who is 37 years old, with a median annual income of \$7,300? Well, he's the chap, according to the U. S. Savings & Loan League, who is the typical single-family home-buyer in a metropolitan center. He verges on the foresaid age and median annual income level, is purchasing a six-room house for \$17,100, and has received a mortgage of \$11,000 to buy the new home.

The USSL League furthermore indicates that this "typical" male is buying his second or third home, while that one purchasing his first home borders on the 30-year mark.

Alaska housing needs — spectacular in scope — are reportedly going unmet these days because of long shipping distances, high costs, and lack of contractors. Alaskan policy-makers in Washington are straining at the seams to encourage American builders and manufacturers to ship housing there as soon as possible.

Motels, likewise, are urgently needed. Alaska Visitors Assn. estimates that 2,642 daily sleeping units must somehow transpire by June, if prospective visitors are to be housed. Sole alternative will be makeshift bunking-quarters in hotel lobbies, automobiles, parks, ad infinitum.

Country's business activity is barreling away. The perceptible gains over '58 tend to grow larger as comparisons are made with the period of deepening recession early last year. Retail trade reportedly is holding sizable gains of recent months. In January, store sales, seasonally adjusted, remained at the high December rate. Builders started homes at the rate of 1.3-million per year in January, down 6 per cent from the December peak, but a third bigger than this time last year.

Leading economists agree on at least one point. Prices should be watched closely in '59. If they remain fairly stable, higher incomes will take more goods off the market, give a boost to production. Business recovery, they point out, tends, like a recession, to feed on itself.

Dealers' "Ads-for-the-Month" program assumes new wrinkle. Working like the well-known book clubs, former OHI head John R. Doscher's weekly advertising service for lumber dealers is now available on a "no contract, cancellable-anytime" basis. Doscher's service works like this: On inquiry from a lumber dealer in an unfranchised area, Doscher sends the first month's service free (four weekly ads in ready-to-run mat form).

Dealer who wants service continued is billed a minor sum each month thereafter. No contract is needed, with service cancellable at any time. The ads have been tested for drawing power, with the majority directed at the home improvement market. Some are aimed at the new house market.

Doscher knows his stuff. Prior to his executive directorship of the Operations Home Improvement campaign, he was in the home improvement contracting business. He left OHI to get into the lumber dealer advertising business. He is a member of the FHA Title I Industry Advisory Board. Inquiries concerning his service should be directed to him, Box 612, Dept. SBS, Ardsley, N. Y.

Southern Building Supplies:

Striving to serve these Associations which serve building supply dealers throughout the South

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. ALpine 2-3195. President: Emanuel J. Vakakes, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. FRanklin 5-8283. President: L. A. Hardman, Helena, Ark.

Building Material Merchants of Georgia — 610 Glenn Building, 120 Marietta Street, N. W., Atlanta 3, Ga. Tel. JA 3-7349. Executive Secretary: Herbert G. Drews. President: Harrell C. Murray, Savannah, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: M. R. Bagnal Jr., Columbia, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. GArdens 2-3761. President: Arthur C. Bivins Jr., Miami, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Van Fange. Tel. 4607. President: A. E. Nickelson, Emporia, Kan.

Kentucky Retail Lumber Dealers Association — Marion National Bank Building, Lebanon, Ky. Executive Vice-President: Donald A. Campbell. Tel. 72. President: Robert B. Congleton, Lexington, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Executive Vice-President: R. Needham Ball. Tel. 2-4080. President: T. W. M. Long, Shreveport, La.

Lumbermen's Association of Texas — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole. Tel. GRenwood 2-1194. President: Ralph G. Campbell, Fort Worth, Tex.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Wilson Virden, Rolling Fork, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N.W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NATIONAL 8-6757. President: Herbert W. Blackstock, Seattle, Wash.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: Fred Templeman, Enid, Okla.

Southwestern Lumbermen's Association — 512 City National Bank Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2-2265. President: D. J. Fair, Sterling, Kans.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel.: 2-0185. President: H. Alpha Doak, Greeneville, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel.: EL 8-1749. President: Milton M. Maddux, Marshall, Va.

West Virginia Lumber and Builders Supply Dealers Association — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: D. G. Ogden, Dunbar, W. Va.



This way we get improved quality and a better price"

Only Rudiger-Lang Co. is equipped to offer you a screen program based on the advantages of automatic machine production. These include greater uniformity...better quality control...ample volume for seasonal peaks...and lower cost. Until you discuss your screen requirements with a Rudiger-Lang representative you won't know how greatly you can improve your present position. So write, wire or phone now.



Rudiger-Lang Co.

2701 Eighth St. • Berkeley 10, Calif. • TH 3-0340
International Trade Mart • New Orleans, La. • TU 7186
Distributed in Southern California by: Rudiger-Lang Screen Products Co.
13830 Saticoy St. • Van Nuys, Calif. • STanley 3-3937

INDUSTRY NEWS

Manufacturers, Wholesalers, Associations



ALBERT M. COLE, who recently resigned as Federal Housing Administrator, has become executive vice-president of Reynolds Aluminum Service Corp., a Reynolds Metals subsidiary. Cole will develop and guide programs pertaining to use of aluminum in residential, monumental, and urban renewal construction.

Weyerhaeuser Timber Buys Arkansas Flakeboard Plant

The Weyerhaeuser Timber Co. of Tacoma, Wash., has purchased United Wood Corp. of West Memphis, Ark., according to an announcement by D. N. Copp, president of United Wood, and F. K. Weyerhaeuser, president of the Tacoma firm.

The purchase marks the entry of Weyerhaeuser into the flakeboard field. The timber firm plans immediate expansion and modernization of its new holding.

The plant will manufacture under the trade name of Versa-flake, a product made from willow wood flakes, glued with synthetic resin.

United Wood began production in late 1957. The plant's production is rated at 8-million square-feet a year. Paul Kay will continue as plant manager and the other 70 employees will be retained.

J. L. Aram, a vice-president of Weyerhaeuser, will be president of United. A. M. Fiskien, also of Tacoma, will be vice-president.

December Contracts Hit All-Time High in 1958

December contracts for future construction in the U. S. rose 15 per cent above a year ago, according to the F. W. Dodge Corp. The December contracts amounted to \$2,281,881,000, bringing the annual 1958 total to an all-time high of \$35,089,703,000, and marking the 11th consecutive record year.

According to Dodge, the most remarkable feature of the 1958 contracts was the sharp rebound that took place beginning in April after a poor first quarter. Contracts for future construction in the later months not only recovered the ground that was lost, but also set new all-time highs, and wound up with an annual total nine per cent greater than the 1957 record.

In December, all major construction categories showed gains, but most of the strength was in the residential sector. December contracts for residential buildings were valued at \$981,012,000, an increase of 29 per cent over 1957.

For 1958 as a whole, residential building contracts were up 13 per cent over 1957; non-residential building was down 3 per cent; and heavy engineering was up 20%.



SPA HONORS SENATOR RUSSELL — In recent ceremonies at Winder, Ga., U. S. Senator Richard B. Russell was honored by the lumber industry for "unselfish and conspicuous service to the forest economy of the South." Mose Gordon, right, Mose Gordon Lumber Co., Commerce, Ga., presents Russell with a plaque containing an enlargement of the cover photograph on the "Southern Pine Story," a book published by the Southern Pine Assn. Pictured is a Southern pine seedling nurtured by a human hand.



JULIAN H. ZIMMERMAN has been named commissioner of the Federal Housing Administration. For the past 18 months he has been general counsel of the Housing and Home Finance Agency, where he participated actively in the formulation of the HHFA legislative program. A native of Wichita, Kans., Zimmerman was a member of the law firm of Kohrs and Nelson there, before coming to Washington in 1957.

Brown of NRLDA Vacates Materials Handling Post

Robert B. Brown, materials handling director for the National Retail Lumber Dealers Assn. since 1956, has resigned to accept a position as special representative for the materials handling division of Yale & Towne Manufacturing Co.

A former sales engineer for distributors of mechanical handling equipment in Florida and North Carolina, Brown organized and conducted an industry-wide program in which lumber dealers, manufacturers, wholesalers, and railroads cooperated in the test shipping of unitized lumber and other building materials.

He also conducted demonstration programs of materials handling equipment for NRLDA's building products expositions in 1956, 1957, and 1958, and for various regional and state lumber dealer conventions throughout the country.



This advertisement, in full color, appears in the February issue of *American Home*, and March issues of *Living for Young Homemakers* and *Better Homes & Gardens*.

COLOR IS THE BRIGHT NEW IDEA IN PANELING ...

with **Western Pine Region Woods**

Have you seen the new idea in paneling?

Your customers have. More than 13 million potential home owners and remodelers will see the above advertisement in this month's magazines. It is the first in a series featuring Western Pine Region wood paneling—in color.

With color, paneling takes on new appeal, new charm and practicality. And the versatile lumber from woods of the Western Pine Region has the grain and texture adaptable to many coloring effects—for any room in the home, for any taste or personality.

Suggest Western Pine Region wood paneling when your customers ask for ideas. It's the modern way to achieve intriguing color, natural beauty—new throughout the home.

For more information about Western Pine Association's program of color paneling, write to: WESTERN PINE ASSOCIATION, Yeon Building, Portland 4, Oregon.

Western Pine Association



member mills manufacture these woods to high standards of seasoning, grading and measurement . . . grade stamped lumber is available in these species

**Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

See Your Nearest

DIXISTEEL

Building Dealer

ALABAMA

Andalusia
Waller Construction Co.
Jernigan St.
PHONE: 882

Anniston
The Concrete Products Co.
520 West 21st St.
PHONE: ADams 7-2091

Birmingham
Atlantic Steel Co.
Steel Building Division
4230 1st Avenue, South
PHONE: WOrth 1-2147

Dothan
Holles & Spann, Cont.
202 South Alice St.
PHONE: 5-1910

Huntsville
Putnam Construction Co.
120 Blount St.
PHONE: JE 4-1242

Montgomery
American All-Steel
Buildings Co., Inc.
1701 Owens Street
PHONE: AMherst 4-7341

James M. Horner
3446 South Perry St.
PHONE: AMherst 4-2995

Piedmont
Ellis Allen Tractor Co.
104 North Main Street
PHONE: GIBson 7-4561

Tuscaloosa
Charles Temerson & Sons
2104 Fourth St.
PHONE: PLaza 2-1506

FLORIDA

Gainesville
H. A. Lee Steel Co.
1800 N. E. 23rd Blvd.
PHONE: FR 6-7741

Indian Rocks Beach
R. E. Gentle
2016 Gulf Blvd.
PHONE: 91-3353

Lakeland
G. E. Lees-Const.
1355½ Edgewood Ave.
P. O. Box 2295
PHONE: MUTual 2-3541

Orlando
Peninsula Steel Buildings,
Inc.
109 East Pine St.
PHONE: ORange 4-4091

Ormond Beach
Tom Daugherty Steel
Buildings
686 Buena Vista Ave.
PHONE: ORange 7-1868

Sarasota
Atlas Construction, Inc.
1027 North Washington
Bldg.
PHONE: RI 7-0727

Stuart
Sadler Construction Co.
612 Akron Ave.
PHONE: 24J

Tallahassee
J. H. Dowling & Son
705 West Madison
PHONE: 2-2616

Tampa
Peninsula Steel
Buildings, Inc.
4811 North Westshore Blvd.
PHONE: RE 7-2072

GEORGIA

Atlanta
Atlantic Steel Co.
Steel Building Division
575 14th St., N. W.
PHONE: TRinity 5-3441

Brunswick
Glynn Iron & Steel Co.
South End Shipyard
PHONE: 2843

Columbus
Steel Builders, Inc.
Old Cusseta Road
PHONE: FA 4-2452

Macon
Dicke Metal Company
2014 Riverside Drive
PHONE: SHerwood 3-7437

Newnan
Newnan Steel Building Co.
110 East Washington St.
PHONE: ALPine 3-3364

Savannah
Savannah Iron & Fence
Corp.
East President St. Ext.
PHONE: ADams 4-5188

GEORGIA (Con't.)

Thomasville
H & H Construction
& Supply Co.
P. O. Box 576
PHONE: CANal 6-5533

Vidalia
Montoya Foundry &
Engineering Co.
201 West 3rd St.
PHONE: 4565

Waycross
Business, Inc.
610 Alice St.
PHONE: ATlas 3-6358

LOUISIANA

New Orleans
Metal Building Products
Co., Inc.
1937 LaFayette St.
PHONE: JACKson 5-3242

NORTH CAROLINA

Charlotte
Roebuck Buildings Co.
2400 Wilkinson Blvd.
PHONE: FR 5-1294

Raleigh
Ace Steel Buildings Co.
P. O. Box 2401
PHONE: TEmple 2-9753

Winston-Salem
True Wall Steel Co.
738 East 28th St.
PHONE: PARk 3-2494

SOUTH CAROLINA

Charleston
C. C. Rhodes Lumber Co.
441 Maybank Highway
PHONE: SOuth 6-1656

Columbia
Roebuck Buildings Co.
726 South Edisto Ave.
PHONE: ALPine 4-2942

Roebuck
Roebuck Buildings Co.
Highway No. 221
PHONE: SP 2-3155

TENNESSEE

Chattanooga
Southern Sales & Export
Co., Inc.
2010 South Willow St.
PHONE: OXFord 8-2315

Clarksville
Thomason & Reece
College at Second St.
PHONE: MI 7-1113

Columbia
L. S. White & Co.
118 South Garden
PHONE: EVERgreen 8-9123

Cookeville
Better Homes Const. Co.
Cox Building
PHONE: 693

Jackson
Hubert M. Owen
Construction Co., Inc.
373 North Cumberland St.
PHONE 2-3321

Johnson City
J. E. Green Company
Division St.
PHONE: 707

Knoxville
Building & Utilities
Specialties Co.
829 North Central St.
PHONE: 5-5197

Memphis
John Cassidy Const. Co.
801 Roland St.
PHONE: BRoadway 6-7341

Nashville
Leon Herlinger
4829 Corning Dr.
PHONE: VERNon 2-1960

Volunteer Structures, Inc.
4108 Dakota Ave.
PHONE: CYpress 7-5358

Waynesboro
Barnett Motor Co., Inc.
U. S. Highway No. 64W
PHONE: 7-2771

VIRGINIA

Portsmouth
James T. Copley, Jr.
2618 New Suffolk Blvd.
PHONE: EX 7-5801



This **DIXISTEEL** Building

COST ONLY \$3.32 A SQUARE FOOT

Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

There is a DIXISTEEL Building to suit your needs—from the smallest, to large, clear-span multiple units covering any area desired.

Contact your nearest DIXISTEEL Building dealer or write for descriptive literature and details.

- Eight standard widths—30' 40' 50' 60' 70' 80' 90' 100'
- Lengths can be any multiple of standard 20' unit
- Sidewall heights 10' 12' 14' 20'
- Multiple units of virtually any width, height, length

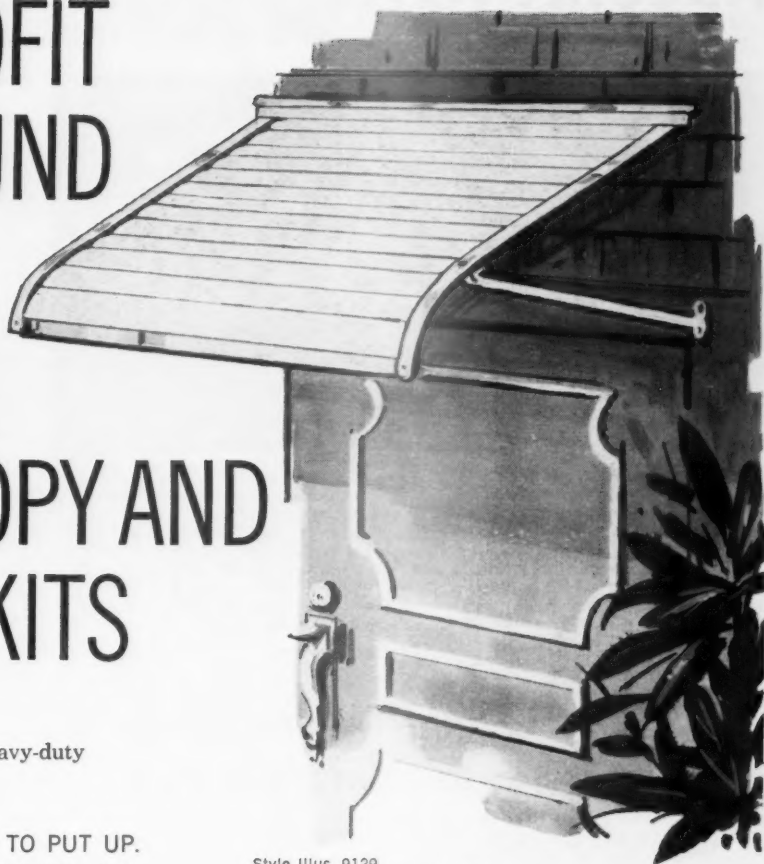
HOME OF
DIXISTEEL
PRODUCTS

FREE ESTIMATES • NO OBLIGATION

Steel Building Division
Atlantic Steel Company

575 14th St. Atlanta, Ga. • TRinity 5-3441

FAST PROFIT YEAR-ROUND WITH BARCLITE K. D. CANOPY AND AWNING KITS



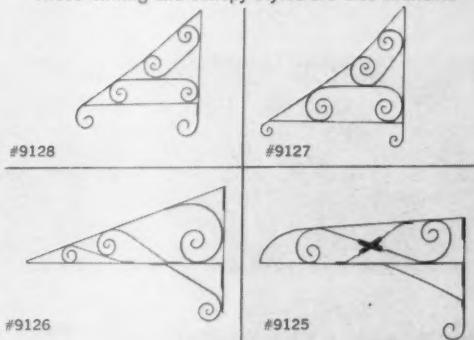
Reinforced fiberglass panel with heavy-duty extruded aluminum framing.

5 STYLES — PRE-CUT, READY TO PUT UP.
EACH KIT COMPLETE (CONTAINS ALL
HARDWARE AND INSTRUCTION SHEETS)
CHOICE OF CORRUGATED OR STEP-DOWN,
IN 5 DECORATOR COLORS.

Get in on the sweetest-selling canopy under the sun ... and snow! Superior styling, exclusive INFRABLOK® (lets light thru, yet blocks out sun's hot infra-red rays) and amazing put-up ease endear these Barclite kits to homeowners. It's a 12-month best seller — and our crinkle finish gives even greater year-round weather protection — so keep it on view all the time. Beautifies and adds value to every home. That's why the turnover's fast, the profit easy! Order from your distributor now!

Style Illus. 9129
Nationally advertised at \$23.95
Individually packaged for easy
stocking, quick handling.

These awning and canopy styles are also available



BARCLITE

BARCLITE CORPORATION OF AMERICA, DEPT. SB3a, BARCLAY BUILDING, NEW YORK 51, NEW YORK





NEW ABME OFFICERS TAKE REINS — This group of 1959 officers of the Alabama Building Material Exchange was officially installed on Valentine's Day at the ABME annual banquet in Birmingham, reportedly the best-attended in many years. In the front row (l to r) are E. J. Vakakes, president; Mrs. Mary K. Harless, executive secretary; and Paul DeMarco, secretary, all of Birmingham. In the back row (l to r) are W. E. Woodson, Jr., treasurer, Birmingham; W. B. Whitfield, vice-president, Sheffield; and James Grayson, national director, and W. T. Estes Jr., vice-president, both of Birmingham. Not pictured are Vice-Presidents R. P. Geron, Huntsville; B. W. Milling, Mobile; and R. H. Carter, Montgomery. Vakakes was paid the singular honor of re-election to the ABME presidential post for a second term.

NRLDA Offers Sales-Maker Program; Profit-Plan for Building Upswing

To help the retail dealer get his share of profits in the current building upswing, the National Retail Lumber Dealers Assn. has announced availability of a Sales-Maker program — a series of seminars designed to provide a well-rounded, instructive discussion of the principles of professional salesmanship, as they specifically apply to the building materials business.

The first seminar, "Customers Are People," was prepared in cooperation with the U. S. Gypsum Co., and consists of a 20-minute slide film strip on the principles of professional salesmanship in narrative form. It also has a 24-page self-study manual based upon the film for each person enrolled in the course.

NRLDA's Sales-Maker program also consists of quiz sheets, moderator's guide, Sales-Maker club member card, and certificate of proficiency for each person completing a seminar. The entire program is designed to help yard management provide their employees with the proven principles of professional salesmanship.

It is designed specifically for meeting two problems encounter-

ed in comprehensive sales training efforts in the retail lumber industry: the shortage of trained instructors, and the scattered location of employees to be trained.

Encouraging dealers to take advantage of this sales training program, NRLDA Executive Vice-President H. R. Northup commented: "The single, most important action that can be taken to enable the retail lumber industry to take advantage of the forthcoming upswing in general building activity is to better equip its employees now for the selling job that must be done."

Thomas N. Hall Dies; Retired Flintkote Rep.

Thomas N. Hall, 77, veteran sales representative in the New Orleans, La., area for the Flintkote Co., died recently at his residence in Metairie, La. He had been ill since August.

After his retirement in 1948 from Flintkote, Hall, a native of Atlanta, Ga., became a building materials broker for the Dixie Building Materials Co.

Producers' Council to Study Marketing and Distribution

An extensive study of the marketing and distribution problems of building materials and equipment manufacturers is to be undertaken shortly by the Producers' Council, Inc.

The Council, whose membership numbers nearly 200 building products manufacturers and associations of manufacturers, has retained services of two leading marketing consultants, Drs. Reavis Cox and R. Charles S. Goodman from the Wharton School of Finance and Commerce, University of Pennsylvania.

Council President H. Dorn Stewart, who is president of the Barrett Division of Allied Chemical Corp., stated the purpose of the study is to be the development of marketing and distribution efficiency to keep pace with increases in production efficiency.

Preliminary reports of the study will be prepared for the Distribution Study Committee in April and July, with a final report to be presented at the Council's annual meeting September 30 - October 2 in St. Louis, Mo.



DAVID P. REYNOLDS, executive vice-president of Reynolds Metals Co., Richmond, Va., has announced a nationwide program to introduce aluminum "House of Ease" projects in 160 cities. Reynolds plans to invest more than \$2.5-million. Under the program, builders offer a package of 20 to 30 aluminum building products — from threshold to roof — purportedly saving the homeowner up to \$6,000 over a 30-year period.

Why a builder insists on Grade-Marked Southern Pine for his own home

**MORE ADVERTISING TO
CONSUMERS MEANS MORE
DEMAND FOR SPA
SOUTHERN PINE !**



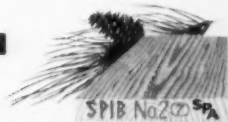
Larry Carrier of Bristol, Tennessee, builder of the noted "Driftwood" houses, knows the importance of wood in framing. "It's the skeleton that holds a house together. That's why, for my own home, I built with an eye to the future and insisted on Grade-Marked Southern Pine. The SPIB grade-mark tells me the wood is dry. And I look for the SPA mark, meaning quality lumber from one of the mills of the Southern Pine Association." Dry Southern Pine is the strongest structural wood you can get. Houses built a hundred years ago with Southern Pine are sound and trim today.

A builder appreciates not only the strength but the long-lasting beauty of Southern Pine. Mr. Carrier's home presents a proud face of Southern Pine, painted pure white in the tradition of the fine old Southern Pine Colonial houses.

See your lumber dealer—insist on Grade-Marked Southern Pine from the mills of the Southern Pine Association

For Free Booklet Write: SPA, Box 1170, New Orleans

**SOUTHERN
PINE
ASSOCIATION**



THESE ARE THE QUALITY MILLS OF THE SOUTHERN PINE ASSOCIATION

ALABAMA

The Allison Lumber Company
Olon Belcher Lbr. Co., Inc.
S. E. Belcher, Inc.
W. A. Belcher Lbr. Co.
W. E. Belcher Lbr. Co.
Clancy Lumber Company
Graham Lumber Company
Jackson Saw Mill Co., Inc.
Ray E. Loper Lumber Company
McMillan Mill Company
McShan Lumber Company
T. R. Miller Mill Co., Inc.
Reid Brothers Lumber Company
Scotch Lumber Company
M. W. Smith Lumber Company
M. W. Smith Sawmill Co.
W. T. Smith Lumber Co., Inc.
Summerville Brothers Lbr. Co.
Horace S. Turner, Jr., Inc.
W. T. Vick Lumber Company
W. J. Word Lumber Company

Bellamy
Brent
Green Pond
Birmingham
Centreville
Grayson
Maplesville
Jackson
Tuscaloosa
Brewton
McShan
Brewton
Evergreen
Fulton
Jackson
Camden
Chapman
Aliceville
Mobile
Hamilton
Scottsboro

ARKANSAS

P. E. Barnes Lumber Company
Bearden Lumber Company
Bradley-Southern Division
Potlatch Forests, Inc.
Crossett Lumber Company
Dierks Forests, Inc.
Fordyce Lumber Company
W. S. Fox & Sons
Fuller Lumber Company
Gurdon Lumber Co., Inc.
Ozan Lumber Company
Reynolds & Draper Lumber Co.
Sturgis Brothers
Urbana Lumber Company
J. L. Williams & Sons
Herman Wilson Lumber Co.

Hamburg
Bearden
Warren
Crossett
Hot Springs
Fordyce
Pine Bluff
Lewisville
Gurdon
Prescott
El Dorado
Manning
Urbana
Sheridan
Leola

FLORIDA

Alger-Sullivan Sawmill Company
Dantzler Lumber & Export Co.
Mutual Lumber Co.
Neal Lumber & Mfg. Co.
Ocala Lumber Sales Co., Inc.
Thomas Lumber & Mfg. Co.

Century
Jacksonville
Jacksonville
Blountstown
Ocala
Quincy

GEORGIA

Alexander Brothers Lumber Co. Columbus

Augusta Hardwood Co.
The J. N. Bray Company
Ellijay Lumber Company
A. T. Fuller Lumber Co.
Georgia-Pacific Corp.
Holly Springs Lumber Co.
Jeffreys-McElrath Mfg. Co.
Reynolds & Manley Lbr. Co.
Rush Lumber Co.
Shepherd Lumber Corp.
L. B. Springle Lbr. Co.
Sullivan Lumber Co.
Tolleson Lumber Co.

LOUISIANA

J. A. Bentley Lumber Co.
L. L. Brewton Lumber Co.
Ronald A. Coco, Inc.
Crowell Lumber Industries
Harless Lumber Co., Inc.
Hillyer-Duetsch-Edwards, Inc.
A. J. Hodges Industries, Inc.
Hunt Lumber Co., Inc.
L. D. Kellogg Lbr. Co.
Lock-Moore & Co.
Louisiana Long Leaf Lumber Co.
Martin Timber Co.
Roy O. Martin Lbr. Co., Inc.
Carroll W. Maxwell Lumber Co.
Olin Mathieson Chemical Corp.,
(Forest Products Div.)
N. D. Roberts Lbr. Co.
Sabine Lumber Co.
Springhill Lumber Company
Sturgis-Nix Lumber Co.
Tremont Lumber Co.
The Urania Lumber Co., Ltd.
Woodard-Walker Lumber Co.
Woodard-Walker Sawmill Co.

Zimmerman
Winnfield
Baton Rouge
Long Leaf
Lake Charles
Oakdale
Shreveport
Ruston
Alexandria
Lake Charles
Fisher
Castor
Alexandria
Pollock
Shreveport
Alexandria
Zwolle
Springhill
Ruston
Joyce
Urania
Taylor
Heflin

MISSISSIPPI

Bailey Lumber Co.
Crosby Lumber & Mfg. Co.
The L. N. Dantzler Lumber Co.
A. DeWeese Lumber Co., Inc.
D. L. Fair Lumber Co.
Joe N. Miles & Sons

Laurel
Crosby
Perkinston
Philadelphia
Louisville
Lumberton

MISSOURI

Dierks Forests, Inc. Kansas City

Fleishel Lumber Co.
International Paper Co.
(Long-Bell Division)

NORTH CAROLINA

Evans Lumber Co.
L. R. Foreman & Sons Lumber Co.
Hutton & Bourbonnais Co.
W. P. Morris Lumber Co.

St. Louis
Kansas City

Nashville
Elizabeth City
Hickory
Jackson

SOUTH CAROLINA

Dargan Lumber Mfg. Co.
Flack-Jones Lumber Co., Inc.
Holly Hill Lumber Co.
Lightsey Brothers
Carl W. Mullis Lbr. Co.
Russellville Lbr. Co.
Tilghman Lumber Co.
C. M. Tucker Lumber Corp.

Conway
Monck's Corner
Holly Hill
Miley
Lancaster
Sumter
Sellers
Pageland

TENNESSEE

E. L. Bruce Co., Inc.
Vestal Lumber & Mfg. Co., Inc.

Memphis
Knoxville

TEXAS

Allen-Peavy Lumber Co.
Anderson Mfg. Co.
Angelina County Lumber Co.
Angelina County Lbr. Co., (Jasper Div.)
Atlanta Lumber Co.
Boettcher Lumber Co.
W. T. Carter & Brother
Ealand-Wood Lumber Co.
Edens-Birch Div.
Southwest Lumber Mills, Inc.
Grogan Bros. Lumber Co.
Grogan-Cochran Lumber Co.
Lacy H. Hunt Lumber Co.
Kirby Lumber Corp.
L. & M. Lumber Co.
The Lutch & Moore Lumber Co.
Southern Pine Lumber Co.
Williams Lumber Co.

Kountze
Tenaha
Keltys
Jasper
Atlanta
Huntsville
Houston
Jasper
Corrigan
Conroe
Magnolia
Nacogdoches
Houston
Willis
Orange
Diboll
Cleveland

VIRGINIA

Barnes Lumber Corp.
Union Bag-Camp Paper Corp.
The Williams & McKeithan Lbr. Co.

Charlottesville
Franklin
Lynchburg

SPA mills also support The National Wood Promotion program

Paint-'Em-Up Burglars

Burglars who recently entered the Rockwell Brothers Lumber Co. in Hereford, Texas, appear to be at least half-way ready to "paint the town." Loot consisted solely of 16 paint brushes!

AIA Program to Select Best Southern Houses

Architects, builders, and homeowners from ten Southern states will vie for honors this spring in the fourth annual "Homes For Better Living Awards" program, sponsored by the American Institute of Architects.

Any house designed by a registered architect and built since January 1, 1956, is eligible for an award. Entries may be submitted from North Carolina, South Carolina, Florida, Georgia, Alabama, Mississippi, Tennessee, Louisiana, Arkansas, and Texas.

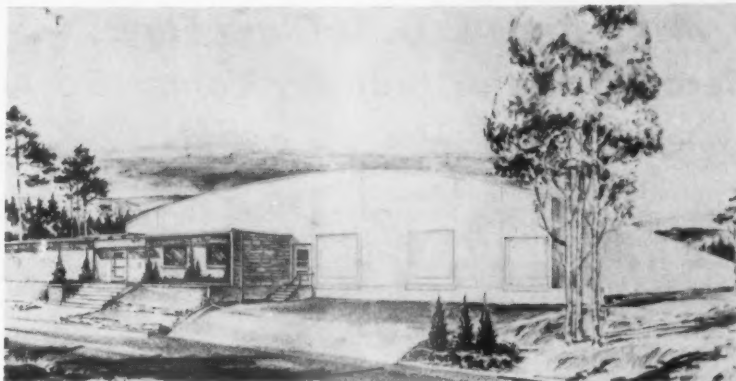
Awards will be made in two major categories: (1) Houses designed specifically for an individual owner, and (2) houses designed for a merchant builder and sold speculatively. Each category will have these sub-classes: custom houses divided according to floor area, and builder houses into price groups.

Entries will be judged in New York by a jury of nationally distinguished architects, builders, publishers, and consumer representatives. Announcement of awards and presentation ceremonies will be held at the AIA convention in New Orleans in June. Deadline for entry notifications will be March 31, and material must be postmarked no later than May 1.

Charles B. Lundin Dies; Ruberoid District Manager

Charles Bernard Lundin, 52, sales manager of the Dallas, Texas, district of the Ruberoid Co., died in Dallas on January 20.

A native Louisianian, Lundin joined Ruberoid in 1937 as a sales representative in that state. He was appointed manager of the Dallas district in 1946.



STRUCTOGLAS OPENS TENN. PLANT — This new plant for production of its fiberglass reinforced panels has been opened by the Structoglas Division of International Molded Plastics, in Grand Junction, Tenn. The 35,000-square-foot building will employ up to 100 workers for manufacturing a wide variety of the corrugated translucent panels. Located on the Illinois Central Railroad, and serviced by express trucking, the factory anticipates a greater volume of faster delivery to Structoglas distributors throughout the country.

Insulite Revises Sales For Southern Districts

Newly-appointed assistant field sales manager in the Southeast for the Insulite division of the Minnesota and Ontario Paper Co. is Foster R. Renwick, former Insulite territory representative at Birmingham, Ala. From headquarters in Charlotte, N. C., he will supervise seven territory representatives in a newly-revised Southeast district.

C. E. Streetman Jr. of Fairfield, Ala., succeeds Renwick as territory representative in the Birmingham area.

E. M. Bennett Jr., former sales representative for Insulite in the New Orleans, La., area, has been promoted to assistant field sales manager in New Orleans. He will supervise sales operations in the eight territories of the mid-South district.

Thomas E. Snead, former sales representative at Macon, Ga., succeeds Bennett as territory representative in the New Orleans area.

In Dallas, Texas, Gerald M. Cothes has been appointed Insulite representative to succeed Warren R. Larson, who was transferred to Minneapolis as promotional representative.

The Insulite line of insulation board products includes primed siding, roof deck, sheathing, tile-board, hardboard, and Fiberglas insulating wool.

BRI Meeting to Spotlight Window Workshop Study

Windowless buildings may be the "thing" next year.

That, at least, is the possibility, when a panel of 25 architects, engineers, and manufacturers meet to discuss that and other topics at the 8th annual meeting of the Building Research Institute in Pittsburgh, Pa., April 7-8.

Two half-day sessions will be devoted to a workshop on windows, developed by BRI's building operation and maintenance study group, in which design, selection, operation, and maintenance of windows will be analyzed.

Thomas Industries Buys Benjamin Electric in Ill.

Stockholders of both corporations have approved purchase of the Benjamin Electric Manufacturing Co. in Des Plaines, Ill., by Thomas Industries, Inc., of Louisville, Ky.

The acquisition, announced jointly by Lee B. Thomas, Thomas board chairman, and John R. Bartizal, Benjamin Electric president, essentially boosts Thomas Industries to the position of the largest manufacturer of lighting equipment, and permits it to enter the industrial lighting field for the first time.

INDUSTRY NEWS

(Continued from page 19)

J-M Acquires L. O. F. Glass Fibers; Becomes Major Industry Competitor

Johns-Manville officially became a major competitor in the nation's fiberglass industry during January by acquiring L. O. F. Glass Fibers Co. of Toledo, Ohio. Transfer of all assets and the going business of the Toledo firm, second largest in the fiberglass industry in point of annual sales, to newly-organized Johns-Manville Fiber Glass, Inc., a wholly-owned subsidiary of Johns-Manville Corp., was announced by A. R. Fisher, chairman and chief executive officer.

Johns-Manville Fiber Glass has taken over management of seven fiberglass plants and a fiberglass research and technical center at Waterville, Ohio, formerly operated by L. O. F. Glass Fibers. Individual plants are located at Parkersburg, W. Va.; Houston, Texas; Corona, Calif.; and at Waterville, Ohio, near the research and technical center. Three plants are at Defiance, Ohio.

R. H. Barnard has been elected president of Johns-Manville Fiber Glass, the same post he held with L. O. F. Glass Fibers. F. H. May Jr. was elected vice-president and general manager. He was formerly vice-president, secretary, and treasurer of L. O. F. Glass Fibers. The new J-M fiberglass division began 1959 business as the tenth operating division of Johns-Man-

ville. Division general offices are located in Toledo.

The new J-M Fiber Glass Division will continue to manufacture fiberglass products previously marketed by the L. O. F. Glass Fibers. In general, these include yarns, bonded mat, insulations, translucent plastic panels reinforced with fiberglass, and combinations of these with other products and materials. Current J-M fiberglass sales are at the rate of \$26-million a year, in addition to normal Johns-Manville sales of more than \$300-million annually.

The new Johns-Manville Fiber Glass Division is a research, development and production division only. It supplies fiberglass products to five other Johns-Manville divisions — the Industrial Insulations, Building Products, Celite, Canadian Products, and the International Division.

Sales organizations of these five J-M divisions, augmented by the former sales organization of L. O. F. Glass Fibers, will distribute fiberglass products throughout the United States, Canada, and to foreign markets. Addition of fiberglass products has expanded and complemented the wide range of industrial products and building materials already merchandised by these J-M divisions.

Leslie Welding Opens Atlanta Louver Plant

Leslie Welding Co. of Chicago, manufacturer of residential louvers and industrial ventilators, has opened a manufacturing plant in Atlanta, Ga. The new facilities are expected to get under full production steam by March 15.

The plant will serve seven Southern states. W. J. Walker of Albany, Ga., will cover Alabama, Georgia, and Florida; LeRoy Mashburn of Charlotte, N. C., will cover North and South Carolina; and Leon Fuller of Jackson, Miss., will represent the company in Louisiana and Mississippi. Thomas Schretter is plant manager, and William Peck, plant superintendent.

Recently appointed company president was Carter H. Leslie. F. H. Leslie was designated chairman of the board of directors. Other appointments included R. D. McCutcheon, vice-president of sales; Joseph Tomasiewicz, vice-president of production; and Donald Rousey, chief engineer.

Parsons Goes to ACWP

C. T. (Bill) Parsons of Jacksonville, Fla., has been appointed general sales manager of the American Celcure Wood Preserving Corp. of Jacksonville, according to President P. N. Coleman. A former editor of *Southern Lumber Journal*, Parsons has most recently been associated with the Forsyth Lumber Sales Co., Jacksonville.



PLENTY OF EXPANSION ROOM — This square-block plant on Chicago's west side is specifically what the doctor ordered for the rapidly expanding Coverall polyethylene sheeting production of Warp Brothers, veteran manufacturers of reinforced window materials. Looking over the 73,000 square-foot building, which also contains a belt railroad spur into its facilities, above, are (l to r) Harold and John Warp, somewhat dwarfed by the steel-girded surroundings. The manufacturer will continue to operate three additional Chicago plants.

SBS Apologies to Wright!

Contrary to information furnished *Southern Building Supplies* and reported in its February issue, Emmett W. Wright of Fry-Holbrook & Co., Atlanta, Ga., calls on hardware and building supply wholesalers *exclusively*. He has no dealer-customers, as reported. *S-B-S* editors sincerely regret any embarrassment caused him as a result.

(More INDUSTRY NEWS on page 65)



Any carpenter can
install a Truscon
hollow metal door
and frame in
just 15 minutes

That's right! A fast 15 minutes completes the job. With Truscon Series 50 and Series 57 Steel Doors, there's no cutting, fitting, planing, sanding. You simply assemble frame, plumb it in the opening, nail anchor tabs to studs, set door in place, drop in hinge pins, install lockset. You've got a good-looking installation that fits. That can't warp or swell. Bonderized and primed for one-coat paint to match room decorations.

Series 50—1½" thick—is designed for use in homes and smaller buildings. Series 57—1¾" thick—is an all-purpose exterior and interior door.

**Immediate shipment from
Truscon warehouse stocks**



REPUBLIC STEEL
TRUSCON DIVISION



Youngstown 1, Ohio

NAMES YOU CAN BUILD ON

REPUBLIC STEEL CORPORATION
TRUSCON DIVISION
Dept. C-6124-D
1030 ALBERT STREET • YOUNGSTOWN 1, OHIO

Please send type, size and detail information on Truscon Hollow Metal Doors—

☐ Series 50

☐ Series 57

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

sell FRY 3-D *for greater profit*

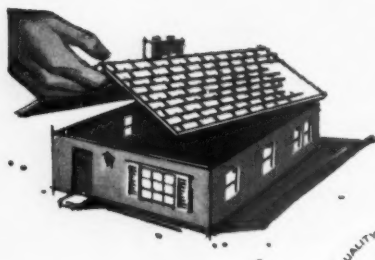
FRY 3-D SHADO-BILT 290 LB. ASPHALT SHINGLES...

designed with dimension
guaranteed
to last

DESIGNED to create a three-dimensional effect... it's the roofing style demanded by home-builders everywhere! Available in 13 attractive colors.

GUARANTEED to last... a 20-year bond covers labor and materials!

SELLS for more profit to you on each sale... and more sales from satisfied customers!



You sell more than a good roof when you sell FRY 3-D Shado-Bilt shingles. With each sale your customer gets a 20-year bond covering replacement costs for both material and labor, giving him a roof of quality and guaranteed to last. Too, with each sale you are building your reputation as a dealer of quality products—this is a business building program paving the way for future growth.

SEE YOUR NEAREST FRY DISTRIBUTOR
FOR ALL YOUR ROOFING NEEDS



LLOYD A. FRY ROOFING COMPANY

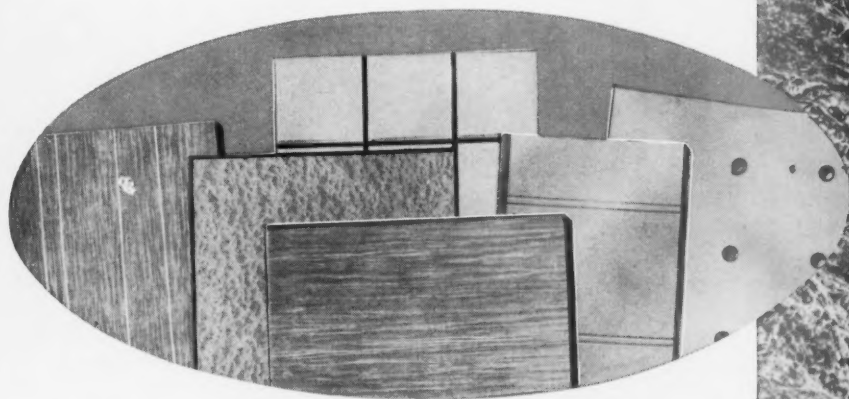
World's largest manufacturer of asphalt roofing and allied products—
19 roofing plants strategically located coast to coast

GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois

BEST BUY ANYWHERE IN WALLBOARD

PLASTIC COATED PANELBOARD

A full line of Modern Patterns



TILE • RANDOM PLANK WOOD PANELING
MARBLETONE • PEARLTONE • PLAIN PANELS
PERFORATED BOARD IN COLORS

This is it! Your one-source supply for the quickest turnover wallboard on the market. Plastic Coated PANELBOARD features the most wanted patterns in a magnificent array of decorator colors.

FIVE YEAR GUARANTEE

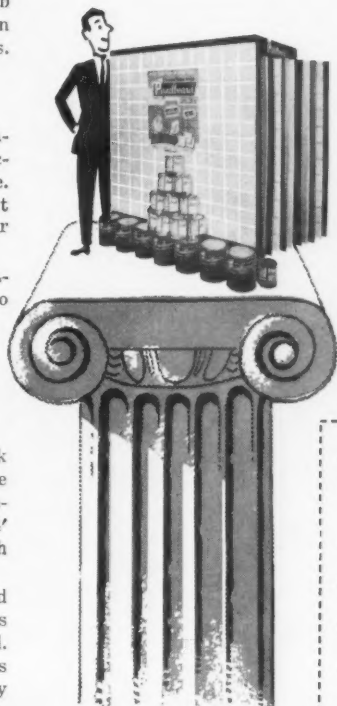
PANELBOARD's unique "Super-Melamine" finish assures lasting protection even in shower or behind stove. We back every PANELBOARD product you sell with an absolute 5 year written guarantee.

And here's another exclusive: PANELBOARD Tile joints butt perfectly. No divider moulding necessary.

PROFIT-PACKED RACK STOPS 'EM AND SELLS 'EM ON PANELBOARD

This traffic-stopping merchandise rack gets your home modernizing message across even while you're busy elsewhere. Stores up to 120 sheets in 4' x 4' or 4' x 8' lengths. It's yours Free with initial order.

More and more home owners and builders are using PANELBOARD. It's the hottest wall covering you can sell. The price is *right* . . . and the profits are full and *fast*. Clip coupon today for samples and complete information.



NEW MARBLETONE

The grandeur of Grecian Marble is faithfully reproduced with not a flaw in a freightload. High gloss finish . . . 5 fabulous colors.

Wholesalers:

A few select territories are open for real live wire firms. Write today for details on this *Money-Maker*.



PANELBOARD

Manufacturing Co., Inc.

222 Pacific St., Newark 5, N. J.

Gentlemen:

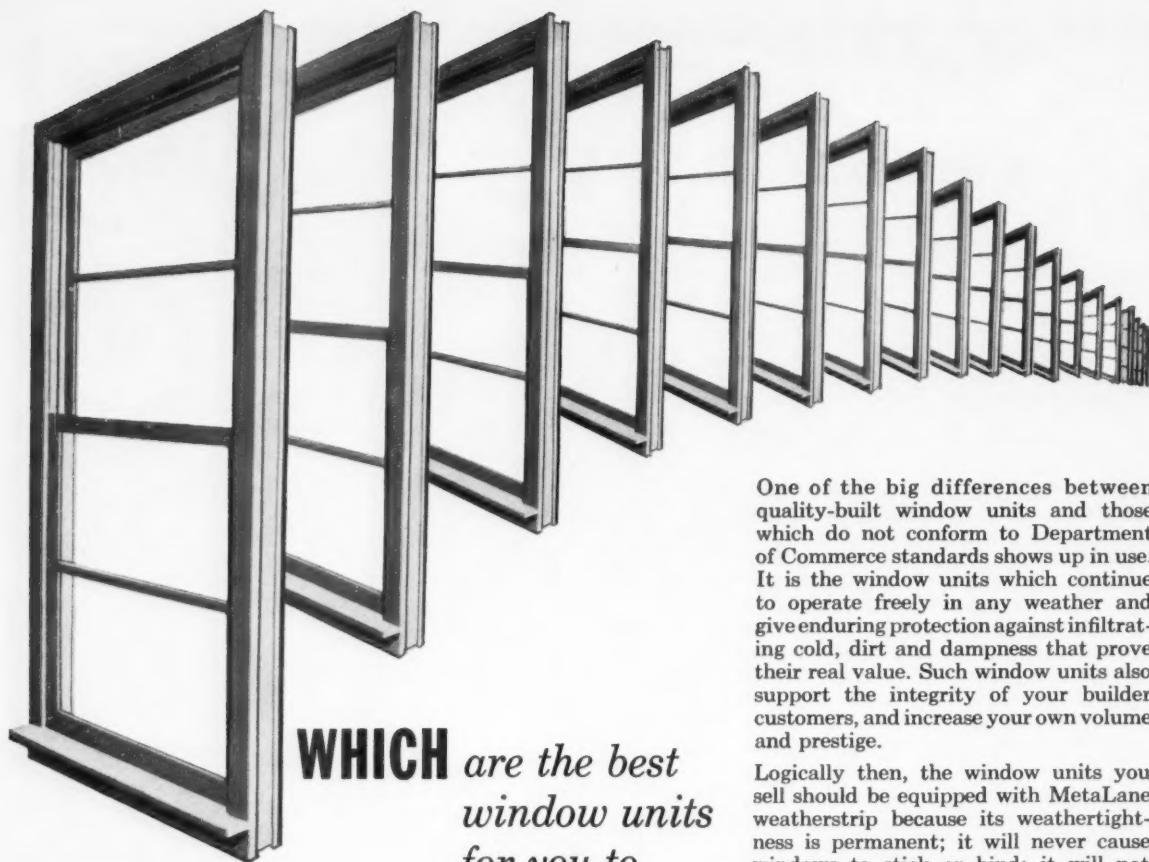
Please Rush samples and full details. No obligation to me.

Name.....

Company.....

Street.....

City.....Zone.....State.....



WHICH *are the best
window units
for you to
sell?*

MONARCH METALANE

weatherstrip is made from

ANODIZED ALUMINUM plus



Monarch is the
Originator of
anodized aluminum
weatherstrip

One of the big differences between quality-built window units and those which do not conform to Department of Commerce standards shows up in use. It is the window units which continue to operate freely in any weather and give enduring protection against infiltrating cold, dirt and dampness that prove their real value. Such window units also support the integrity of your builder customers, and increase your own volume and prestige.

Logically then, the window units you sell should be equipped with MetaLane weatherstrip because its weathertightness is permanent; it will never cause windows to stick or bind; it will not corrode, wear, or stain masonry and woodwork. Made from aluminum alloy nearly twice as strong as other aluminum weatherstrip materials, MetaLane® processing includes extras beyond ordinary anodizing, *plus* impregnation with non-staining lubricant.

Insist on MetaLane-weatherstripped Complete Window Units from your Sash and Door Jobber because they are the best you can sell.

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVENUE • ST. LOUIS 4, MISSOURI

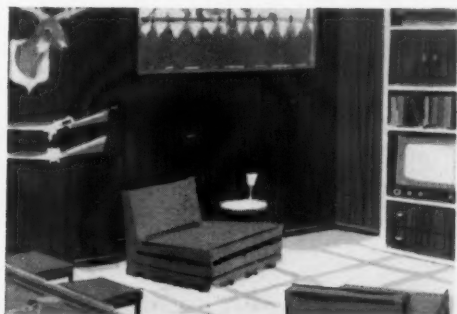
BARCLAY

gives you the most "in-demand"
HIGH PROFIT PANEL

No other panel fits the walls, the living plans of so many houses and families! It's colorful, reasonably priced, endlessly durable. Barclay goes up swiftly over new walls or old. Hides cracks, never needs refinishing or painting.

PRE-SOLD TO BUILDERS AND HOMEOWNERS with extensive national advertising. Barclay's well-known (and exclusive) Melamine-Silicone "590 Process" insures resistance to heat, moisture, grime and stain . . . insures greater customer satisfaction. Panels quick-clean with a damp cloth, look new for years.

Wide range of colors and styles in Tile, Streamline or Solid-tone patterns — 7 varieties of handsome wood grains. Complete literature available for the do-it-yourselfers. And plenty of beautiful profit for you. Contact your distributor now!



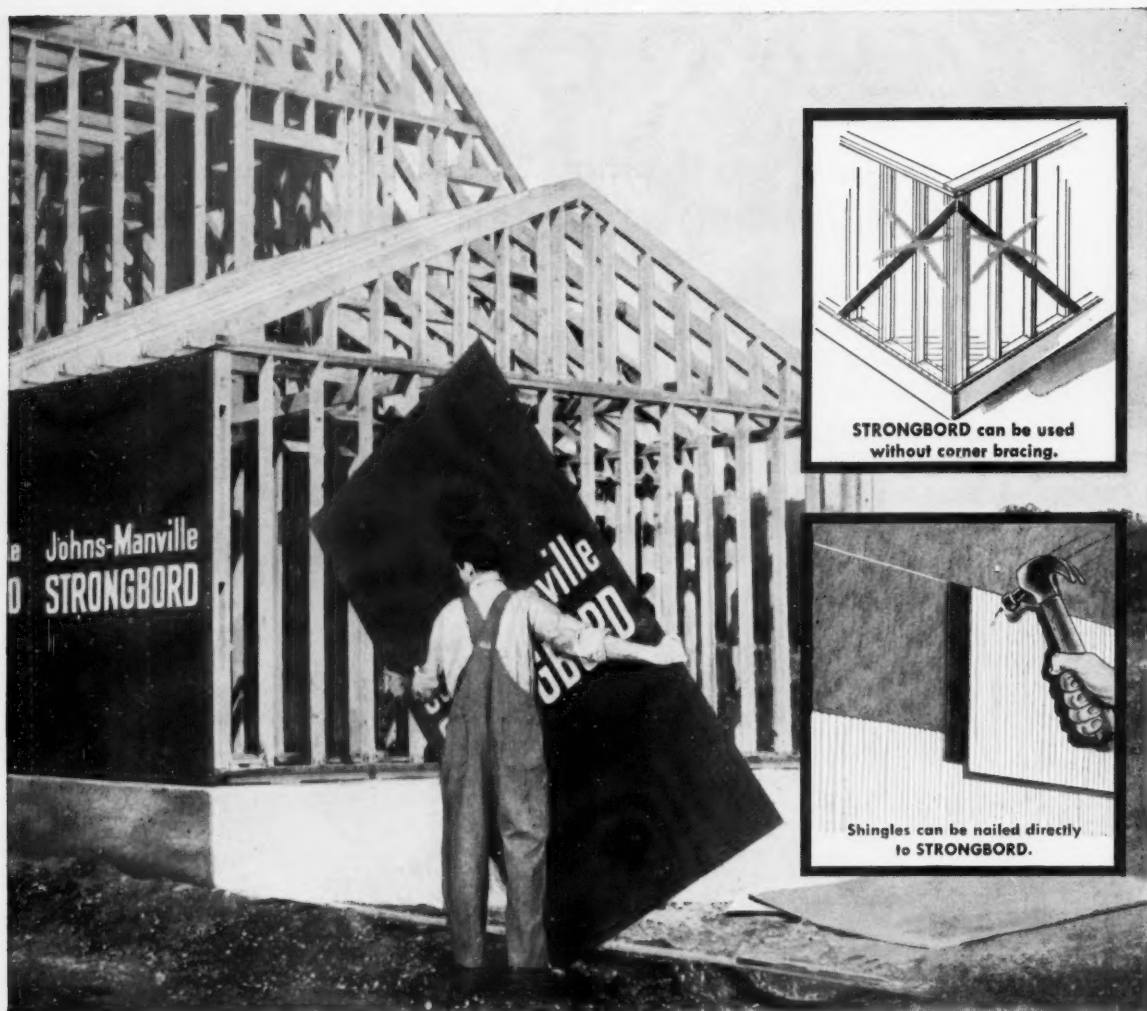
THERE'S A BARCLAY SALE FOR EVERY ROOM!



Barclay is the ideal panel for hospitals, schools, institutions and commercial enterprises — go after the remodeling jobs, new buildings too.



BARCLAY MANUFACTURING CO., INC. Dept. SB3, Barclay Building, New York 51, N. Y.



Your builders prefer Johns-Manville STRONGBORD ...that's why it is such a fast-moving volume item

Three important features have created the ever-growing builder demand for J-M STRONGBORD. Builders like it because there is no stronger $\frac{1}{2}$ " insulation board sheathing on the market today . . . because it fully complies with FHA requirements for use without corner bracing . . . and because asbestos-cement or wood shingles can be nailed directly to it. These are important features which save time and materials on the job. Because

builders prefer STRONGBORD it is easier to sell. This leads to additional sales and profits.

STRONGBORD comes to you neatly packaged. It is easy to store . . . easy to handle. Furnished in modular widths of 4' and in 8' and 9' lengths.

Stock STRONGBORD and get volume sales and steady profits in today's rapidly expanding building market. Your Johns-Manville representative will be glad to give you complete information.

JOHNS-MANVILLE





Spira-Lift

**THE NEW SPIRAL BALANCE
SPECIFICALLY DESIGNED
FOR HEAVIER WINDOWS**

It's the smoothest thing ever devised. For architectural type aluminum and wood sash weighing *up through 40 pounds*. And for double-glazed residential window units, *Spira-Lift* will serve 95% of all architectural double hung window needs.

The new *Spira-Lift* is built around the same principles that have made Caldwell's *Spirex* a front runner in the window balancing business. But there's a difference. *Spira-Lift* is specifically made for heavier windows . . . handles sash weighing up through 40 pounds with the greatest of ease. Fits window openings up to 12 feet in height. And all this in a seamless metal tube only .540-inch in diameter!

Spira-Lift is another example of Caldwell engineering excellence . . . slim, sturdy and smooth working. If you are in any way concerned with the heavier double hung windows, it will pay you to write for the complete *Spira-Lift* story.

CALDWELL MANUFACTURING CO.

P.O. Box 444, Rochester 2, New York



The new *Spira-Lift* incorporates the outstanding features which have made Caldwell's *Spirex* a steady performer in its field. *Spira-Lift* assures positive lifting and holding power at all points of sash travel. It is easily adjusted for precision tensioning in the shop or on the job.

ROCHESTER, N.Y. • JACKSON, MISS.



Soap-and-water scrub test on DUROLITE

How to open a lady's eyes about ceiling tile

Want to see a lady's eyes light up, when she comes shopping for ceiling tile? This astonishing soap-and-water scrub test proves that Insulite DUROLITE Ceiling Tile has something no other tile can match . . . *the toughest paint finish on the market!*

How do you make the test? Simple as pie. Just put a few pieces of DUROLITE on the counter; and alongside, a pie plate full of dusty sweepings from your floor. Drop several large pinches of this dirt on the tile, smear it across the surface and make conspicuous finger marks. Then . . . use a scrubbing

brush and soapy water, and *scrub the smudges away*. Finally, ask your customer if she knows of any other ceiling tile that could take this treatment, or *clean up so beautifully!*

This demonstration beats all the talk in the world. And it dramatizes the fact that Insulite now has a complete, all-new line of ceiling tile, with the great sales leaders pictured here. Want full details . . . and suggestions for getting bigger ceiling tile volume on fewer inventory items? Write us, to get the facts—Insulite, Minneapolis 2, Minnesota.

sells easy...sells fast...stays sold

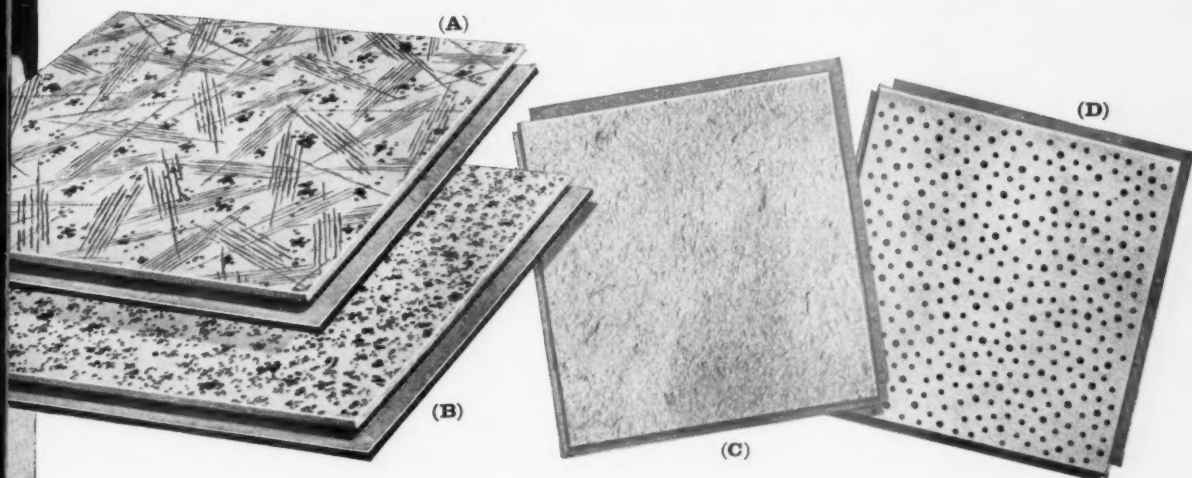
INSULITE

Ceiling Tile



Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

INSULITE AND DUROLITE ARE REG. T.M.'S U.S. PAT. OFF. FIBERLITE IS A T. M.



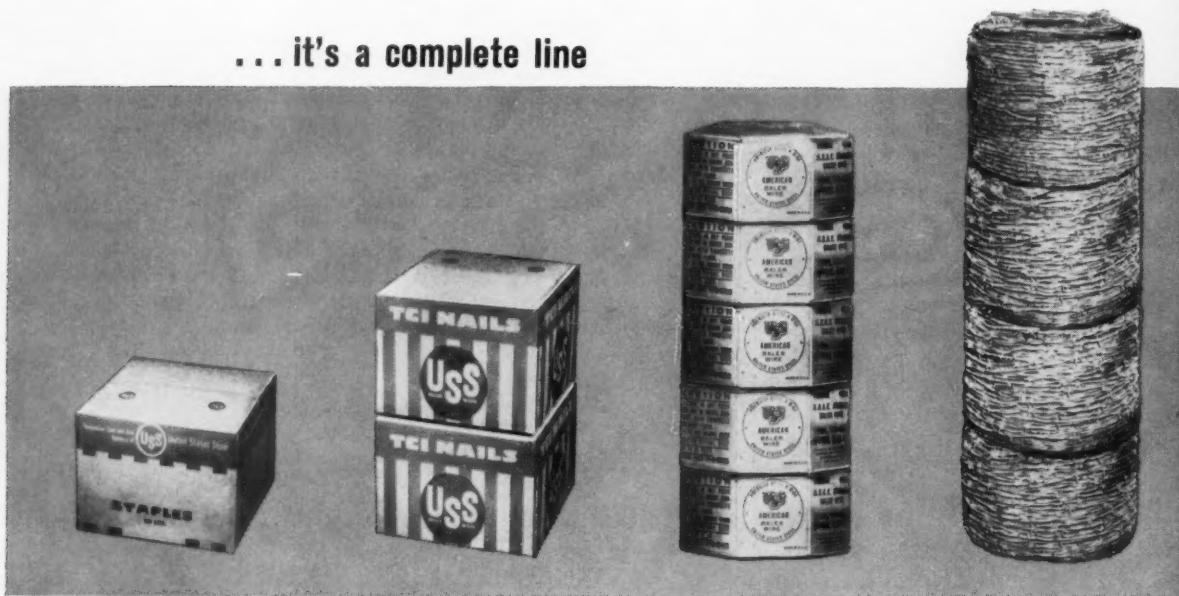
Now you'll sell every prospect...with the all-new Insulite line

These four ultra-modern Insulite tiles, plus DUROLITE, offer *maximum* volume and profit with *minimum* inventory investment. For the smartest note in modern decorating, new Insulite "Pattern" designs, (A and B) printed in gold and beige. "Open" pattern

(A) adds height to rooms; "closed" pattern (B) makes ceiling seem lower. For acoustical quieting, no other tile of any type at any price excels Insulite Fiberlite (C). One of the whitest, most cleanly drilled tiles in America today is Insulite Casual Random (D).

The TCI line of products

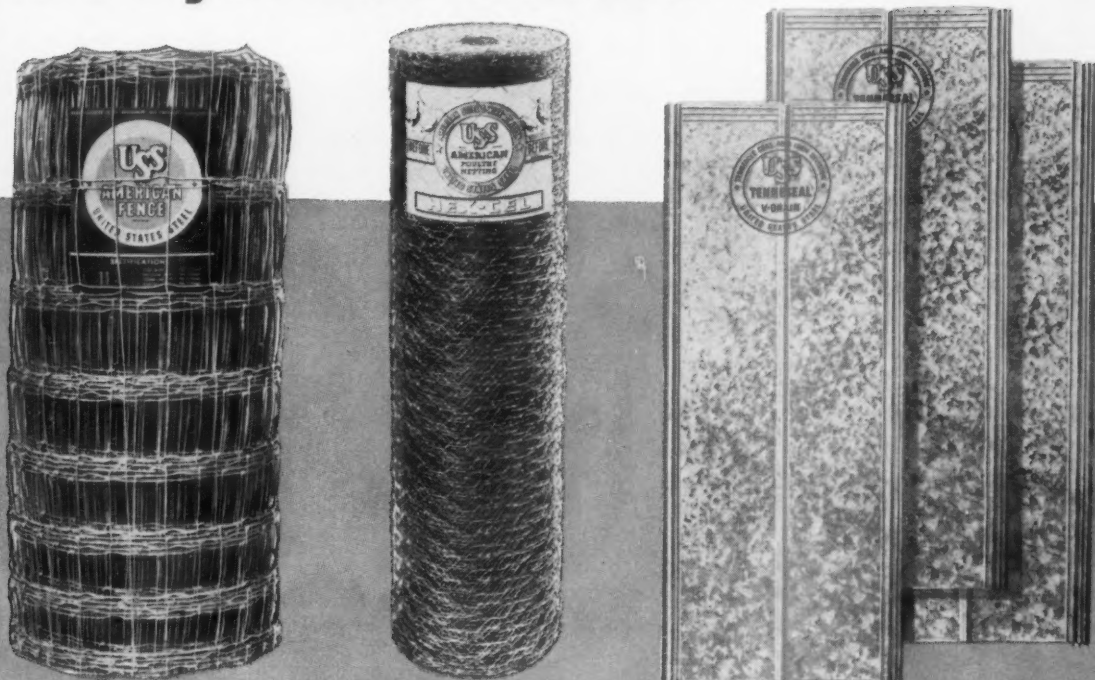
... it's a complete line



... it's pre-sold

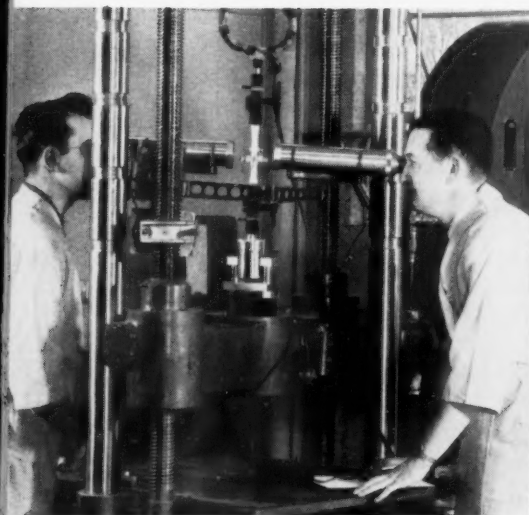


is easy to sell because ...



... it's top quality

... it's made by the world's largest steel producer



USS and TCI are registered trademarks General Offices: Fairfield, Alabama



Tennessee Coal & Iron
Division of
United States Steel

NEW!

the
Weyerhaeuser

4-SQUARE®

Blue Book

**TO HELP DEALERS SELL MORE...
AND MORE PROFITABLY**

Here is a great new selling tool to help dealers move more lumber and building products.

The new Weyerhaeuser 4-Square Blue Book gives you details on products, services, building designs, and information about the fifteen mills which produce Weyerhaeuser 4-Square products.

The Blue Book on your counter will help you and your sales personnel to stimulate interest in lumber products. Your prospects can review the entire 4-Square line with the Blue Book before them. If you wish, you can supply dupli-

cates of the product literature to your prospects. The Blue Book will help you sell many new wood specialties as well as regular lumber items from a wide selection of species and grades.

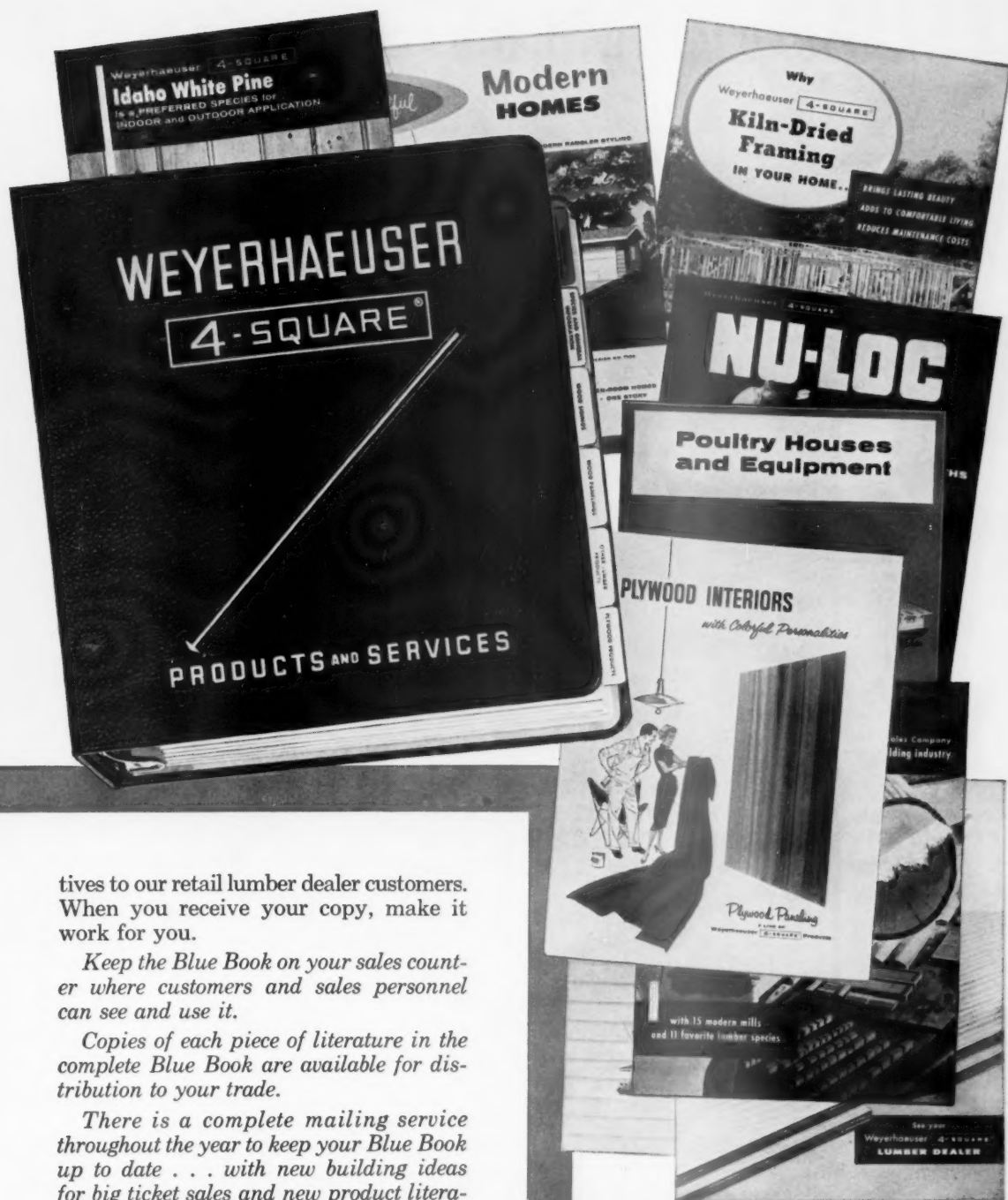
As new literature covering products and services is prepared, copies will be mailed to you for insertion in your Blue Book. This complete collection of Weyerhaeuser material will always be a fresh and stimulating tool to use when talking to customers.

The new Blue Book is being distributed by Weyerhaeuser District Representa-

WEYERHAEUSER SALES COMPANY

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA





tives to our retail lumber dealer customers. When you receive your copy, make it work for you.

Keep the Blue Book on your sales counter where customers and sales personnel can see and use it.

Copies of each piece of literature in the complete Blue Book are available for distribution to your trade.

There is a complete mailing service throughout the year to keep your Blue Book up to date . . . with new building ideas for big ticket sales and new product literature for more profits.

Weyerhaeuser District Representatives will deliver the free Blue Book to dealer customers. You will see in it great selling potentials.

Weyerhaeuser 4-SQUARE®
LUMBER AND BUILDING PRODUCTS

LESLIE expands with the growing **SOUTH**

.... A NEW FACTORY
and SALES OFFICE
IN **ATLANTA**

3 MEN
TO SERVE
YOU:



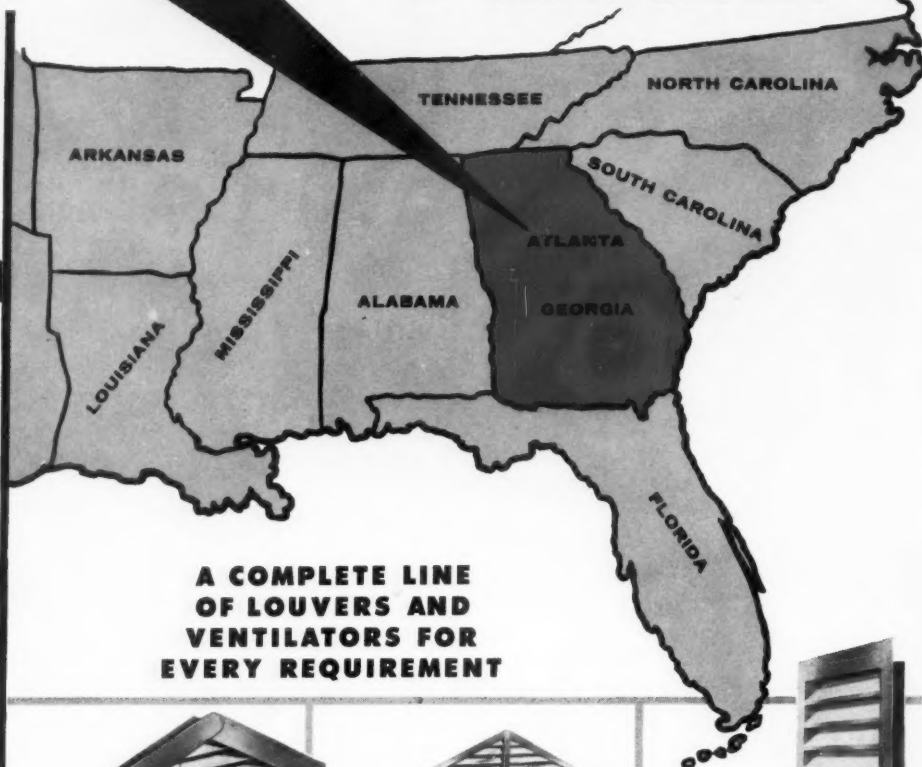
BILL WALKER
Georgia, Florida, Alabama



LeROY MASHBURN
N. & S. Carolina, East Tenn.



LEON FULLER
Louisiana, Miss, W. Tenn.



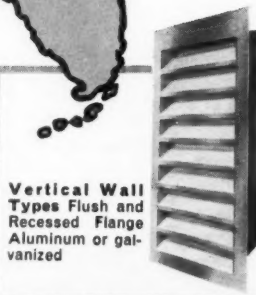
**A COMPLETE LINE
OF LOUVERS AND
VENTILATORS FOR
EVERY REQUIREMENT**



**Adjust-A-Pitch
Louvers**
3/12 thru 10/12 pitch.
All heavy gauge aluminum



Fixed pitch
2/12 to 12/12. Heavy gauge alu-
minum or galvanized



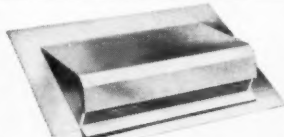
**Vertical Wall
Types Flush and
Recessed Flange**
Aluminum or gal-
vanized



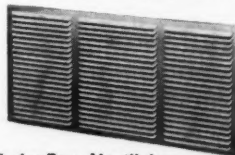
Rotary Turbine
Aluminum or galvanized



Series 50
Slant roof type
Aluminum or galvanized



Slant Roof For any
slope roof. Aluminum, galva-
nized, or copper



Under-Eave Ventilator
Aluminum or galvanized

All LESLIE LOUVERS are manufactured to meet the NEW FHA Minimum Property Specifications

LESLIE
WELDING CO., Inc.

325 Elizabeth St. N. E., Atlanta, Ga.

2935 W. CARROLL AVE., CHICAGO 12, ILL.



NEW!

**BARRETONE[†]
TILES**

**IN
DECORATOR
STYLES**

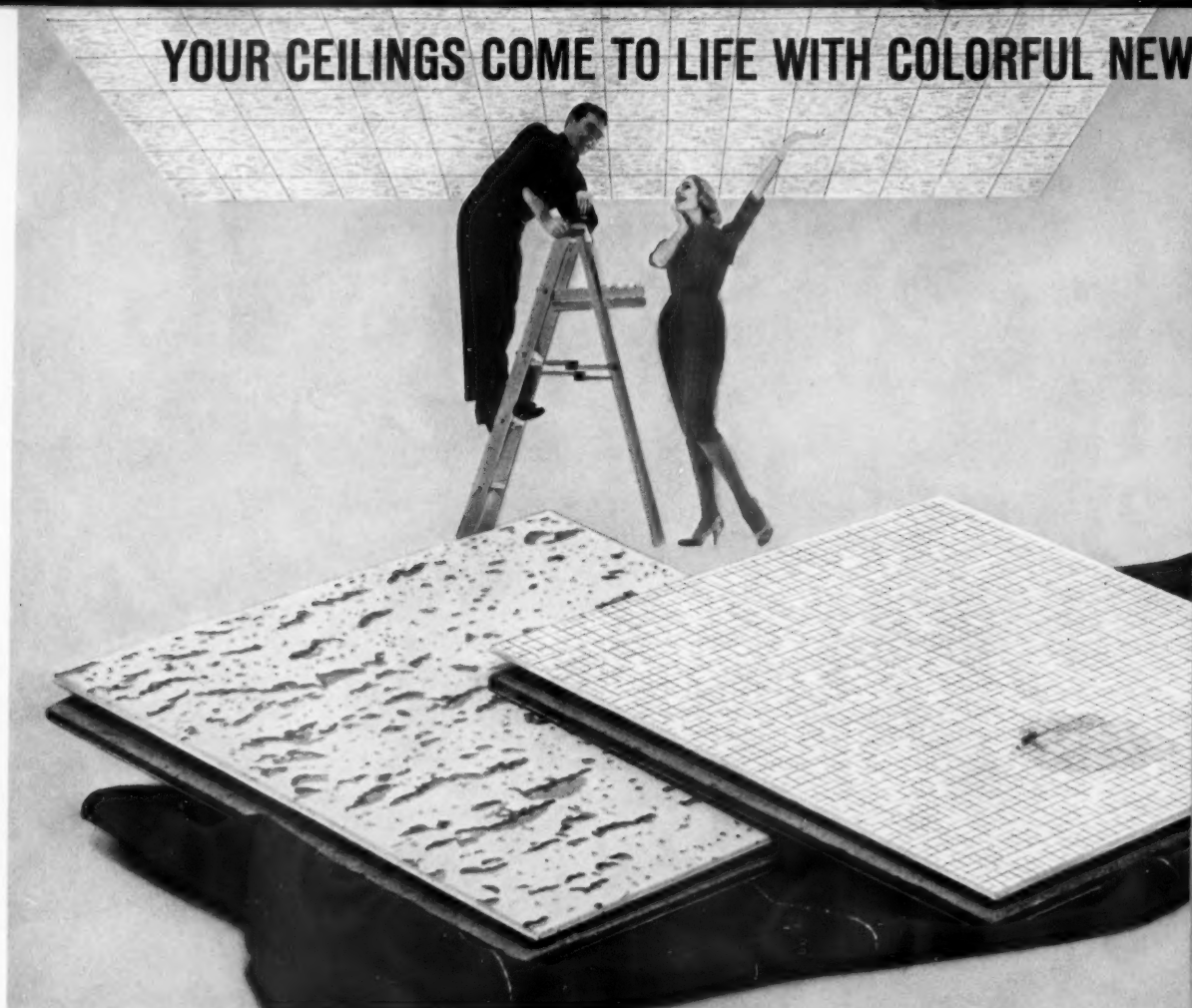
[†]Trade Mark of Allied Chemical Corporation

**...A NEW LINE OF CEILING TILES
DESIGNED FOR THE HOME IMPROVEMENT MARKET
AND PROMOTED IN**

The Saturday Evening
POST

**AND OTHER LEADING
NATIONAL PUBLICATIONS**

YOUR CEILINGS COME TO LIFE WITH COLORFUL NEW



The "Barretone" patterns you see here are (from left to right) Fissure, Tattersall, and Sparkler.

Now you can transform ceilings overnight with "Barretone" Tiles in stylish decorator patterns.

Use these tiles to cover old plastered ceilings that are cracked or peeling . . . to pep up a newly finished attic or basement . . . to bring new life into old rooms. They are designed with concealed nailing joints for extra-easy application. It takes only a few hours to nail or staple your new

BARRETT

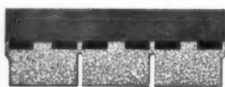
Better built with Barrett! You know you can rely on a name that's been famous in building materials since 1854. When a product carries the Barrett label, it's sure to be of the highest quality.

Asphalt Shingles in colors and styles to fit every taste and budget! Ask your Barrett Roofer to show you hurricane-tested **STORM KING!** Shingles and the new **RANCHLINE!** Shingles.

Rooms are easy to add in basement or attic with Barrett white building board and colored plank made to order for weekend decorators . . . ready to nail right up for perfect finished walls.

Rock Wool Insulation enclosed in heat reflecting aluminum foil! That's Barrett **REFLECTO-BATT!** Insulation—ideal for insulating your home to cut heating and cooling costs.

Every home owner wants a siding material that never needs painting or maintenance. Here it is—colorful Barrett **Asbestos Siding**. It's an economical way to make an old home look like new!



HERE'S HOW WE'RE TELLING YOUR CUSTOMERS

This is the kind of high-impact advertising that will help you sell the new decorated patterns of "Barretone" Tiles.

Appearing in the April 25th issue of The Saturday Evening Post, this full-color spread reaches 22 million readers with the

"Barretone" style story. These are the fashionable patterns your do-it-yourself customers are looking for—and at an economy fibreboard price!

The "Barretone" line includes plain white, regular perforated

BARRETONE[†] TILES!



These economical ceiling tiles will blend with whatever colors or decorator styles you may select, in attic or basement playrooms and family rooms.

"Barretone" Ceiling in place. And once it's up, you can keep it bright and clean. For "Barretone" Tiles are guaranteed washable.

The distinctive patterns of "Barretone" Tiles will give a lift to any room décor. Yet they blend well with any color

scheme or decorator style you may choose. Wherever they're used, they bring you extra quiet along with their beauty—and contribute important insulating value overhead. Only "Barretone" Tiles are made by the Chem-fi Process, a method of blending wood fibers to produce a stronger, smoother tile.

Check the low price of "Barretone" Tiles in decorated patterns at your Barrett dealer. He will be glad to show you the patterns illustrated above—also plain white, regular perforated and random perforated styles. Use the perforated tiles on ceilings and walls for effective sound control. Send for free illustrated booklet, "New Interiors."



The most versatile of building materials is ALLITE® Plastic Paneling. It's colorful and translucent. You can saw and nail it like wood, to build anything from a patio roof to a room divider.

Telephone your Barrett Roofer for a free roof inspection, or your Barrett Dealer for other building materials. You'll find them both listed in the "yellow pages" of your phone book.

†Trade Mark of Allied Chemical Corporation



BARRETT DIVISION
40 Rector Street, New York 6, N. Y.

**Allied
Chemical**

ABOUT BARRETONE[†] DECORATED TILES

and random perforated styles, as well as the Fissure, Tattersall and Sparkler patterns. All of these tiles are made by Barrett's exclusive CHEM-FI process of fibreboard manufacture, the only method which preserves the fibre strength of natural wood!

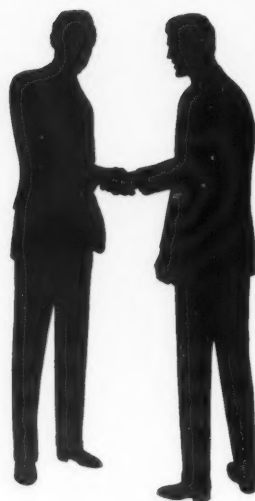
STRENGTH! STYLE! PROMOTION! "Barretone" Tiles have everything you need to profit in the ceiling improvement market. Call your Barrett representative, or send coupon on next page for complete information.

PRINTED IN U.S.A.

LET'S GET ACQUAINTED!

YOU'RE OUT TO MAKE SALES...

BARRETT HAS A LINE THAT SELLS!



START
BY
SENDING
THIS
COUPON!

Things are happening at Barrett... things that are bound to mean sales and profits to Full-Line Barrett dealers.

Now Barrett, with its complete range of fibreboard products, offers an impressive line of building materials—the finest in the field. Now Barrett has the products you need when you sell to the trade, or over the counter to the home owner.

Barrett's full line now brings you all the advantages of buying your fast-moving building products from a single source.

ASPHALT PREPARED ROOFING, including the longer-tabbed RANCHLINE† Shingle and the self-sealing STORM KING† Shingle.

ASBESTOS-CEMENT SIDING, economical and long-lasting—ideal for home improvement and new homes.

ROCK WOOL INSULATION, including Barrett REFLECTO-BATT†—the foil-enclosed insulation that's so easy to install.

RIGIDWALL† SHEATHING... the extra-strong sheathing that meets all FHA requirements—and then some!

BUILDING PAPERS for every construction purpose.

ROOF INSULATION of superior uniformity... offering less bitumen absorption.

BUILDING BOARD AND PLANK... pre-painted, tongue-and-groove installation. Ideal for finished walls in basements or attics.

BUILT-UP ROOFING PRODUCTS by "the greatest name in roofing." Barrett Roofs top America's leading buildings.

BITUMINOUS COATINGS AND CEMENTS—of highest reputation and consistent quality.

†Trade Mark of Allied Chemical Corporation



**BARRETT DIVISION,
40 RECTOR STREET, NEW YORK 6, N. Y.**

Gentlemen:

Please send me complete information on the Barrett line.

☐ Printed information, please. ☐ Have your representative call.

NAME _____

COMPANY _____

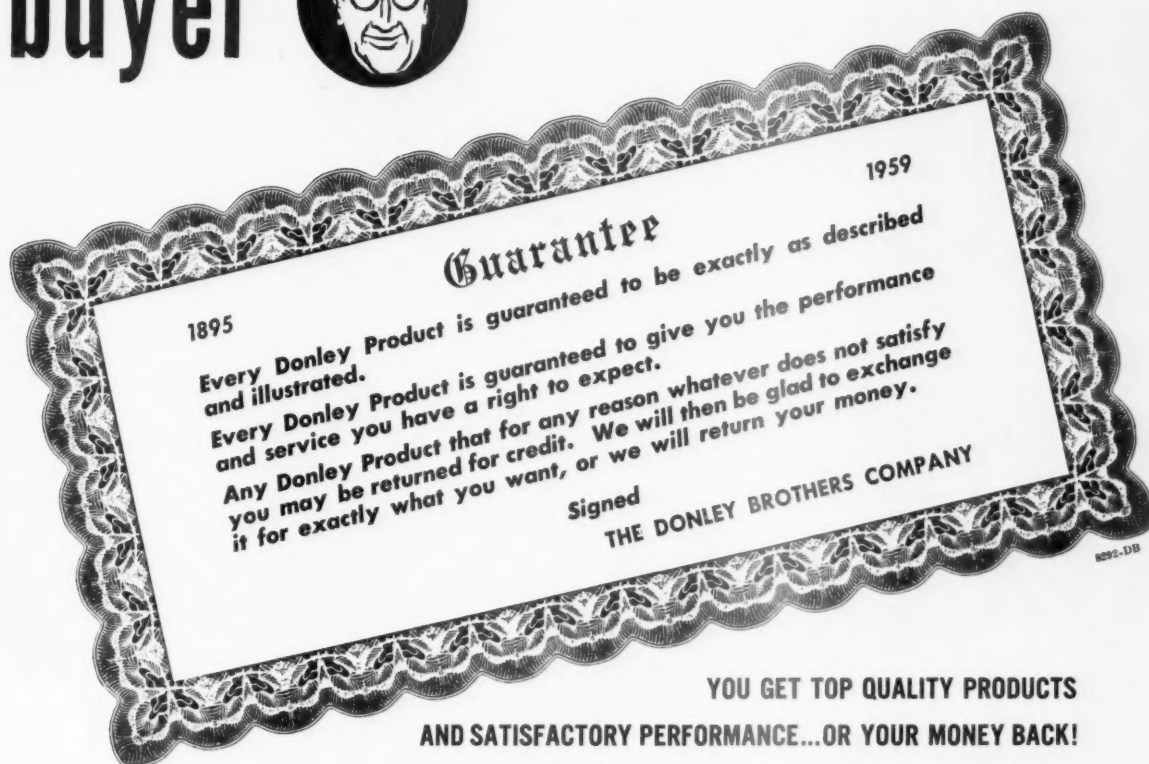
ADDRESS _____

CITY _____ STATE _____

BARRETT DIVISION
40 Rector St., New York 6, N. Y.



Here's a guarantee that protects the dealer the builder and the buyer



YOU GET TOP QUALITY PRODUCTS AND SATISFACTORY PERFORMANCE...OR YOUR MONEY BACK!

You never know the true value of a guarantee until you have to use it! Most guarantees only cover "defective materials and workmanship" . . . protect the manufacturer, not the buyer! Donley Brothers guarantees both product *quality and performance!* There is no small type . . . no deceptive phrase . . . just the honest statement that "Every Donley Product is guaranteed to give you the performance and service you have a right to expect". If you are not satisfied, Donley Brothers will exchange the product or return your money. You just can't go wrong with Donley Brothers! And product specifications are published for your added protection. Send today for your Donley Catalog. Protect yourself . . . and your customer . . . with fully-guaranteed Donley products on your next job . . . they're made to serve, not just to sell!

Donley

BROTHERS

metal products
for building

THE DONLEY BROTHERS COMPANY
13905 Miles Avenue • Cleveland 5, Ohio

The "hidden quality" of Long-Bell Plywood is in the laminations. Hidden from the most practiced eye is sound, firm wood fully up to grade with proven and tested glue line. Herein lies the secret of Long-Bell Plywood's greater uniform strength. This is where "hidden quality" really counts.

There's a Long-Bell Plywood made especially for your job; paneling, sheathing or marine use . . . interior and exterior.

And, even though we think we have the best plywoods ever made, we're constantly working to improve them.

That's why you're years and dollars ahead with Long-Bell Plywood . . . the plywood with "hidden quality".

From 27 Modern Plants—
Long-Bell Supplies These Quality Wood Products:

LUMBER: West Coast Fir, Hemlock and Cedar, Ponderosa Pine, California Douglas and White Fir, Southern Pine and Hardwoods.

OAK FLOORING

MILLWORK & FACTORY PRODUCTS: Douglas Fir and Ponderosa Pine Window and Door Frames, Window Units, Sash and Doors, Glazed Sash, Industrial Cut Stock, Ponderosa Pine Box Shook.

PLYWOOD: Fir, Knotty Idaho White Pine and Ponderosa Pine, FirTexture 1-11, Birch, Philippine Mahogany, Plyron and other special items.

LONG-BELL FLAKEWOOD®

LONG-BELL VEN-O-WOOD®

PRESERVATIVE TREATED PRODUCTS: Lumber, Plywood, Posts, Poles and Piling pressure treated with Creosote, Pentachlorophenol ("Penta") and Wolman Salts®

KITCHEN CABINETS: Rift Grain Fir and Birch Fronts.

PREFABRICATED TRUSSES AND FRAMING. WORTHWOOD End Grain Strip FLOORING.

®

**it's what you
can't
see
that makes
it better . . .**

**LONG-BELL
PLYWOOD**



INTERNATIONAL PAPER COMPANY/LONG-BELL DIVISION/KANSAS CITY, MO./LONGVIEW, WASH.

new

nichols
NEVER-STAIN

ALUMINUM



roofing sheets

1
**RIGID SIPHON-BREAKER
SAFETY EDGE**

for weather-tight side lap
and increased strength

2
ALIGNMENT GUIDE

for uniform side lap and
easy installation

3
**DRAIN GUTTER
PROTECTS AGAINST
LEAKAGE**

4
RED NAILING GUIDE

for foolproof nailing at
side of drain gutter

WITH THESE *Big Extra Features*

THAT MAKE YOUR SALES

Easier, Faster, More Profitable...

THESE FEATURES MAKE "LAP-DRAIN" THE ULTIMATE IN PERMANENT
MAINTENANCE-FREE LEAKPROOF ROOFING

- STRONGER — ENGINEERED FOR MAXIMUM STRENGTH
- WATER-TIGHT — POSITIVE NON-SIPHONING CONSTRUCTION
- CONVENIENT ARM SPAN (32") WIDTH
- LENGTHS FROM 6 TO 24 FEET
- NEW RIBBED DESIGN
- STUCCO EMBOSSED FINISH — REDUCES GLARE

"LAP-DRAIN" IS PRESOLD TO OVER 40,000,000 PROSPECTS IN LEADING NATIONAL FARM MAGAZINES AND STATE FARM PAPERS

nichols
WIRE & ALUMINUM CO.
Davenport, Iowa

Mail Coupon Today FOR COMPLETE MERCHANDISING KIT

NICHOLS WIRE & ALUMINUM CO. Dept. SBS, Davenport, Iowa

Yes, I am interested in "Lap-Drain" Aluminum Roofing. Please send a merchandising kit to:

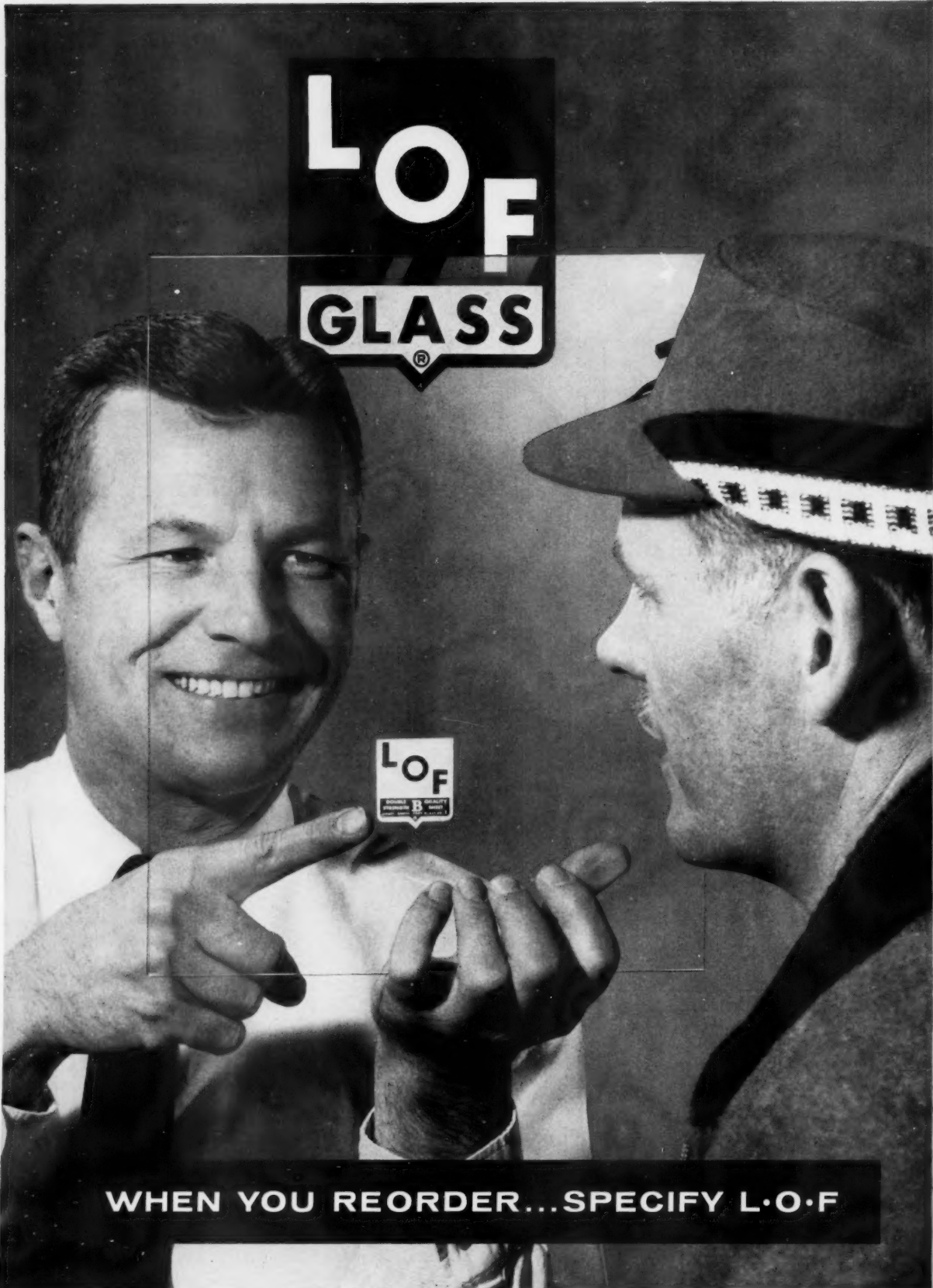
YOUR NAME & TITLE

STORE NAME

ADDRESS

CITY

STATE



LOF
GLASS



WHEN YOU REORDER...SPECIFY L.O.F

SO EASY TO CUT... SO EASY TO DISPLAY SO EASY TO SELL!

Get the best-known glass label in the U. S. out of your basement or back room—to your selling floor. Do a spring-time reminder job on customers, and watch glass profits go up!

Now's the time to turn that window glass department into a real money-maker! Start with L·O·F window glass—merchandise it with L·O·F selling helps and displays—and watch your glass sales take off!

You're starting with the best-known trade-mark in glass—backed by national advertising in magazines and TV. You're selling a clear, quality window glass that cuts easiest of all—so there's less waste, more profit. You're stocking a glass

easier to store and to handle, thanks to the exclusive L·O·F box that fits conveniently away until it's needed.

Lots of merchandising and sales helps, too! Banners, folders, mailing pieces, ad mats. PLUS—a free book, to help you make the most of your high-profit glass department. Just tear out the coupon—mail it in quickly. Get set for *your* spring clean-up with a new, high-selling L·O·F glass department.

the road to spring clean-up profits
is as clear as L·O·F glass



Easier to cut! 28 out of 30 hardware and lumber dealers picked L·O·F as easiest to cut.



Easier to merchandise! A book full of glass selling ideas, backed by hard-punching store and mailing pieces, professionally prepared for you to use.



Easiest to sell! Less resistance—more sales reminders. People *know* L·O·F and its reputation for highest quality.



LIBBEY • OWENS • FORD

a Great Name in Glass

GET YOUR FREE BOOK

that shows you exactly how to organize your glass department for more spring fix-up sales!

Get your glass department on your selling floor!
Send for free book that tells you how!

Dept. 1439
Libbey-Owens-Ford Glass Co.
608 Madison Ave., Toledo 3, Ohio
Please send me a copy of "For Greater Profits".

Name _____
(please print)

Street _____

City _____ Zone _____ State _____

Customers smile!

**You'll smile too,
when the...**

**REDWOOD
is NOYO**

Making it easy for Dealers to handle Redwood profitably — that's been the creed of Union Lumber Company for nearly three quarters of a century.

- CERTIFIED K.D.
- TREATED OR NATURAL
- SIDINGS
- MOULDINGS

**MIXED
CAR
SHIPMENTS**

Careful grading, efficient shipping, and Noyo famous quality all help to keep true, "Once a Noyo dealer... always".

**SALES
REPRESENTATIVES
THROUGHOUT
THE NATION**

**TREE FARMERS AND
MANUFACTURERS**

UNION LUMBER COMPANY

**FORT BRAGG
CALIFORNIA**

San Francisco
Los Angeles

Park Ridge, Ill.
New York



Member California Redwood Association



**BEST IN
A JAMB**

**Reliable Protection—
Anyway you
want it!**

Pioneers in weather strip development for nearly 60 years, Dennis today offers one of the industry's most complete lines of *quality* striping—in metal, felt, rubber or combinations thereof. Well known and well regarded by users everywhere.

**Jamb
Liners**

One piece full jamb liners. Made of finest aluminum. Adaptable for use with any type of sash balance. Spring-flex combination jamb liner and sash balance available, cut and notched to your specifications.



Kerf Weather Strip

Available in a wide selection of shapes, assuring a successful solution to any window or door kerfing problem. Made of highest quality spring aluminum or spring bronze if preferred.



Nail-On Strips

A wide choice of practically developed strips for any window or door application. Available in spring aluminum and spring bronze.

**Bonderite
Vinylume Finish**

Dennis weather strip is also available in Bonderite Vinylume finish—the superior new metal coating process. This long lasting protective finish provides a uniform, satiny appearance and eliminates corrosion, "blackoff," and other undesirable discolorations.

Catalog upon request

**LUMBER
DEALERS**
For superior windows
specify Dennis
equipped window
units from your jobber
**MILLWORK
JOBBER**
Write for details



W. J. DENNIS & COMPANY

4008 N. Kenneth Avenue
Chicago 41, Illinois

Misceramic Tile

... offers more for you and your customers, too

There is no question about it—ceramic tile is today's most wanted surfacing and decorative material for all types of construction. Thanks to Misceramic's adhesive method of installation, it is now a profitable item for the contractor, the retailer and the distributor!

Misceramic offers *everything* for beautiful, economical tile installations—a full range of color-controlled wall and floor tiles, matching trims, matching fixtures and all materials necessary for a professional job. There are no costly delivery delays either. Misceramic carries everything in stock, in its new, centrally-located plant, ready for immediate shipment.

Put Misceramic Tile to work for you today!



For the name of your nearest Misceramic Tile Distributor or for information about available distributorships, write or call:

Misceramic Tile

CLEVELAND, MISSISSIPPI

EVERYTHING NECESSARY FOR PROFESSIONAL TILE INSTALLATION



14 classic wall tile colors



14 porcelain floor tile colors in 8 designs



7 MISTEX crystalline glazed floor tile colors



Matching trim tiles



Blending fixtures



Installation materials

KV shelf hardware gives you more of just what you're looking for!

★ Top Quality ★ Easy Installation ★ Trouble-free Performance
...and the best known line in the business!

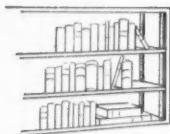


Easily installed, easily adjusted K-V shelf hardware provides attractive, low-cost decorative effects or storage facilities wherever they are needed. May be used for both open wall or built-in shelving. K-V adjustable hardware lasts the lifetime of the home, always keeps shelves straight, strong and sag-free. Ask your K-V representative for the complete story.



FOR OPEN WALL SHELVES

No. 80 Standard
18" to 144" lengths
No. 180 Bracket
4" to 20" lengths
Satin anochrome or brass finishes.

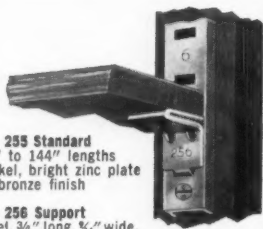


No. 233 Standard
24" to 144" lengths
Nickel, bright zinc plate
or bronze finish

No. 256 Support
Steel, $\frac{3}{4}$ " long, $\frac{1}{8}$ " wide.
Nickel, zinc or bronze
finish

FOR BUILT-IN SHELVES

Can be mounted flush or on surface. Standards have $\frac{1}{2}$ " adjustment slots numbered for quick, easy alignment.



No. 187 Bracket
12" to 24" lengths
Satin anochrome finish

No. 87 Standard
36" to 144" lengths
Satin anochrome finish

FOR EXTRA-HEAVY DUTY

Ideal for hardware, paint or grocery store display or storage or for hangrod installations. For home use, too.

Ask your jobber or K-V sales representative about the popular packed units of K-V 80-180 standards and brackets and K-V 233-239 standards and supports.

KNAPE & VOGT MANUFACTURING COMPANY Grand Rapids, Michigan

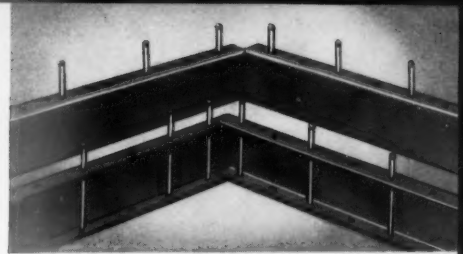
Manufacturers of drawer slides, sliding and folding door hardware, closet and kitchen fixtures and Handy Hooks for perforated board



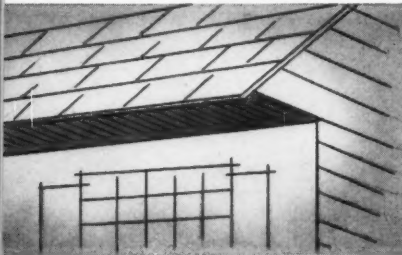
7 NEW PROFIT OPPORTUNITIES for you and your builder-customers

You don't have to "sell" these 7 new products. They sell themselves because any builder can see at a glance the cost-cutting possibilities they offer.

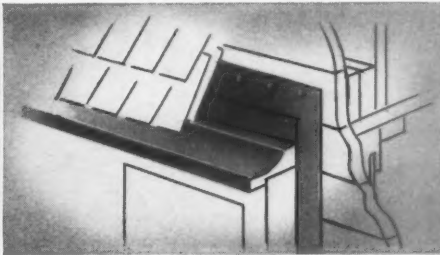
And any product that cuts costs for builders, builds profits for you. For the full story of profit opportunities offered you by Quaker State, just send in the coupon.



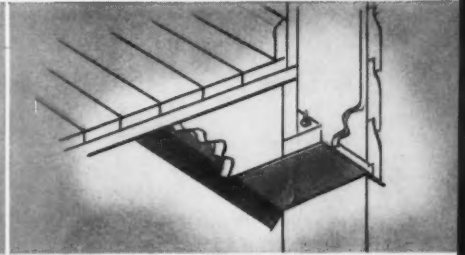
New Easy-to-use Galvanized Footer Forms for fast, inexpensive pouring of concrete footers, curbs, sidewalks, etc. Supported by 1/2" reinforcing rods, driven through holes in flanges. They're re-usable!



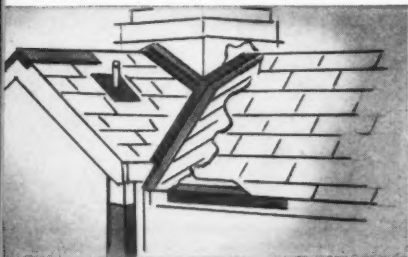
New Perforated Aluminum Soffit Material goes on fast; saves additional time because it's prime-coated white. Perforations provide ventilation; eliminate the need for louvers. (Also available non-perforated.)



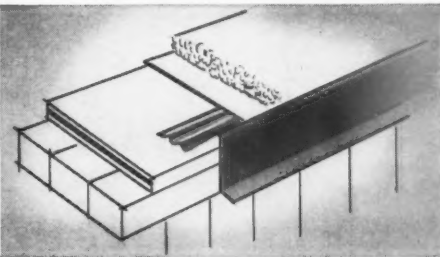
New 1 or 2-sided Copper Vapor Barrier provides permanent seal around doors and windows. Or use with a mastic on footers to prevent water and moisture from penetrating basement.



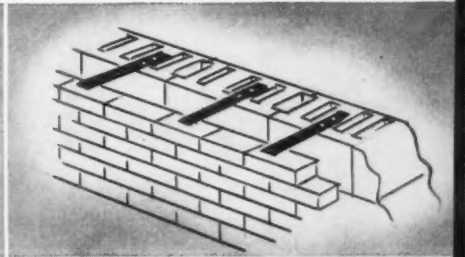
New Aluminum and Galvanized Termite Shields and pier caps are designed and fabricated to give maximum service and protection from infiltration by termites.



New Galvanized Roll Valley and Flashing is one of the more rigid roll valley and flashing materials offered on today's construction market.



New Galvanized Building Shapes offer the trade a complete selection of trim to finish out many siding or roofing applications. Have strong reinforcing ribs.



New Galvanized Wall Ties for tying brick to masonry, brick or masonry to frame, or brick or masonry to concrete block.

**Quaker State
Metals Company**
LANCASTER • PENNSYLVANIA

Makers of Aluminum Roofing and Siding in sheets and rolls for farm and industry, Aluminum Roll Valley and Flashing, Aluminum Reflective Insulation and Vapor Barrier, Aluminum Building Shapes, Galvanized and Aluminum Rain Carrying Equipment, Aluminum Utility Sheet.



QUAKER STATE METALS CO.
Lancaster, Pa.

Gentlemen:

Please send me further details on the 7 new Q.S.M. Building Products and a complete catalog.

NAME FIRM

ADDRESS

CITY STATE

I am a ☐ Dealer ☐ Distributor

THE MOST COMPLETE LINE OF METAL BUILDING PRODUCTS MANUFACTURED AT ONE SOURCE

"KEYCORNER LATH

*makes LATH and PLASTER
an even better buy"*

says **A. BERNARD OLSON**, president,
The Olson Lathing Co., Chicago, Illinois

"Nobody questions the superiority of lath and plaster where greater fire resistance, lower maintenance costs and lasting beauty are concerned," declares A. Bernard Olson, one of the country's leading lathing contractors.

"Keycorner helps make lath and plaster even better. Our job experience proves what tests* show—that Keycorner almost doubles crack resistance over other corner reinforcements," he explains. "We know the Keycorner ability to fight cracks."


"And Keycorner is easier to use. The pre-formed 4-foot lengths fit into place with no effort at all. There's no time lost, no waste. The open mesh of Keycorner makes it easy to plaster over—assures full bond with plaster and a better job.

"Keycorner gives this extra protection, yet at a saving. That's why we use Keycorner exclusively!" Olson exclaims. "It lets us give greater satisfaction on every job."


*Tests with Keycorner, as well as other corner reinforcements, conducted by the Research Foundation, University of Toledo. Complete test reports FREE from Keystone Steel & Wire Company.

KEYSTONE STEEL & WIRE COMPANY Peoria 7, Illinois


Keywall • Keycorner • Keybead® • Keydeck • Keymesh® • Welded Wire Fabric • Non-Climbable Fence



A typical quality Olson Lathing job goes into this 17-flat apartment building in Chicago. Many builders are switching back to lath and plaster because of the increased fire resistance, lower maintenance and permanent beauty that plaster walls provide.



Keycorner is simple to handle and use. This fact assures better workmanship, which adds still further to the superior job you get with Keycorner.



Keycorner gives a better plaster job. The open mesh assures full bond with plaster and gives the strong reinforcement that provides maximum crack resistance. Keycorner is also galvanized to prevent rust.



dealers!

Advertisements like this in the leading magazines of the building field are selling for you. You can get the extra turnover and profits created by the strong advertising and broad promotional support that Keystone gives.

A. Bernard Olson uses Keycorner because it's part of "A better job at a lower price."

WIFE APPROVED



BEE GEE

*A proud addition to our line
of quality wood windows!*

Now . . . with our new Bee Gee wood window units your customers can be sure of positive control of room ventilation. Whether casement, picture or corner picture combination, this beautiful unit is keyed to modern taste and adds a distinctive style touch to any type home. A real profit maker for MW Merchandisers!

Styled

**for the modern,
slim, trim look**



MW

Distributors

ROCKY MOUNT, VIRGINIA

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

HOMES WITH
Shakertown®
RED CEDAR
GLUMAC UNITS®



GO UP FASTER!

HOMES WITH
Shakertown®
RED CEDAR
GLUMAC UNITS®



GO UP FASTER... COST LESS!

HOMES WITH
Shakertown®
RED CEDAR
GLUMAC UNITS®



GO UP FASTER... COST LESS... LOOK BETTER!

Sell the line that keeps your customers satisfied! Here are the facts... Glumac Units are made in long lengths for speedy application. Produced in two styles and three sizes, they can be used on all types of structures from garages and cottages to the finest homes in your community.

Glumac Units have about the lowest applied cost of any siding material. The builder saves money on each house... you make your full profit! Completely stained at the factory and with colored nails packed in each carton, Glumac Units are finished in 12 beautiful colors or they can be obtained primed for finishing on the job.

Contact your nearest Shakertown distributor or send the coupon today for full details on this nationally advertised siding material.

Shakertown®
CORPORATION



Send today for
your free copy of the
*Shakertown Color
Ideabook*



Shakertown Corporation
Department 58-39
20310 Kinsman Road • Cleveland 22, Ohio
Please send me the Shakertown Ideabook.

NAME _____
COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____

8283-87

Shakertown Regular, DeLuxe & DeLuxe Jumbo GLUMAC UNITS • SIDEWALL SHAKES • STAIN • JIFFY CORNERS



RELY ON



REDWOOD

compare

THE PAINTABILITY OF REDWOOD

Paint goes on redwood easily, covers more area and lasts much longer than on many other commonly used sidings.

Simpson certified kiln dried redwood contains no natural oils or resins inhibiting paint retention . . . the unique cellular structure and low shrinkage factor of redwood assures a superior bond between the wood and paint.

Redwood is remarkably durable and resists termites, decay and fungus growth. Discover how economical redwood fits into your plans. See your Lumber Supplier or write:

SIMPSON REDWOOD COMPANY
P. O. BOX 127, ARCATA, CALIFORNIA

*Regional Offices located in New York, Chicago, Cleveland,
Kansas City, Dallas, Atlanta*

SR-R-92



DIXIE DEALERS SWING TO KITCHEN SALES

Southern Building Supplies
TRADE SURVEY

Few potentials available to today's Southern building supply dealer afford greater opportunity for business growth and added profits than that in the ever-burgeoning field of kitchen modernization, with resultant kitchen built-in sales.

Leisure Time Factor

As the direct result of added leisure time and steadily increasing personal income — particularly among Dixie's rural population — the market for kitchen improvements continues to expand. And the Southern lumber and building supply dealer whose sales are not accounting for an ever-increasing annual volume, may

well be out of step with fellow-dealers who have begun to do something about it.

Made-to-Order Market

The market is made-to-order. Today's housewife, usually servantless, and with more demands on her time than ever before, demands an efficient kitchen. She is equally demanding of a beautiful and pleasant place in which to work and live.

With such demands has come the end of the old-fashioned laboratory-like workshop. In its place is the modern kitchen, with its built-in appliances, ample and convenient storage space, intelligently planned components, abundant natural and artificial lighting, effective ventilation, and colorful accessories.

Household Magazines Increase

Contributing to this kitchen revolution have been unnumbered household magazines which, steadily since World War II, have carried to feminine readers irresistible sales presentations from America's production giants via their

high-paid promotion and advertising departments.

Television Consideration

Consider, likewise, the effect of television advertising, a drop-in-the-bucket market prior to 1952, today, an unimaginable colossus to be reckoned with.

A recent survey of Southern dealers by *Southern Building Supplies* (detailed results of which appear on the following page) indicate that 86 per cent of Southern lumber and building supply retailers are directly involved in kitchen improvement sales.

Favorable Comments

Typical comment furnished S-B-S by reporting dealers was this from Thomas W. Barr, general manager, Barr-Thomas Lumber Co., Inc., Fairmont, W. Va.:

"Our company has realized for the past two years that we have been missing quite a few sales because we were not equipped along this (kitchen) line.

"In November, 1958, when we attended the NRLDA exposition in Chicago, we had one thing in mind

March, 1959

**SOUTHERN
BUILDING
SUPPLIES**

Kitchen-modernizations, with resultant sale of built-in appliances, are proving profitable for alert Dixie dealers

Products and Services Covered in Survey

(showing percentage of reporting dealers handling each)

BUILT-IN KITCHEN		Metal Trim	75%
APPLIANCES		Sinks	59%
Ranges, Electric	61%		
Ranges, Gas	37%	FLOORING	
Ovens, Electric	58%	Asphalt Tile	63%
Ovens, Gas	37%	Rubber Tile	66%
Refrigerators	25%	Plastic Tile	71%
Dishwashers	36%	Linoleum	44%
Disposals	31%		
Stove Hoods	59%	KITCHEN DISPLAY	47%
Exhaust Fans	58%		
Built-In Mixers	19%	PLANNING SERVICE	49%
Air Conditioners	19%		
Washers	20%	KITCHEN FINANCING	
Dryers	17%	Home-Owner	73%
Incinerators	2%	Contractor-Builder	58%
Free-Standing Ranges	15%		
Free-Standing Refrig.	15%	KITCHEN PACKAGES	41%
		ELECTRICAL & PLUMBING WORK	
KITCHEN CABINETS		Subcontract It	61%
Wooden Cabinets	86%	"Do-It-Ourself"	8%
Metal Cabinets	22%		
Laminated Plastics	80%	FULL DISTRIBUTORSHIP	41%

before we left home: Kitchen modernization. We made our contacts in Chicago, and by December, we were talking to home-owners and contractor-customers about kitchen business.

"Since then, we have sold four kitchen jobs, totaling approximately \$3,000. We are more than pleased, and hope by the end of 1959 to boost our kitchen sales from between \$25,000 and \$30,000. We know it's good business for the lumber dealer."

Percentage Breakdown

Most popular built-in kitchen appliances handled by Southern dealers, the survey showed, are electric ranges (61%), electric ovens (58%), stove hoods (59%), and exhaust fans (58%).

The number of dealers selling wooden kitchen cabinets (86%) far surpasses that handling metal varieties (22%).

Most popular kitchen flooring, it appeared, is plastic tile, handled by 71%; rubber tile, 66%; asphalt tile, 63%; and linoleum, 44%.

Cashing in on visual kitchen displays in their stores are 47% of these surveyed Southern building supply dealers, while 49% afford a special kitchen planning service department for prospective customers.

As for kitchen financing, 73% do so for home-owners, and 58% for builder-contractors. To the latter, 41% sell complete kitchen packages.

The majority of Southern dealers (61%) subcontract all electrical and plumbing work connected with kitchen modernizations, while solely 8% are equipped to do-it-themselves, the survey indicated.

Awarded distributorships in their specific appliances lines by manufacturers have been 41% of the Southern building supplies dealers.

General Consensus

In every case, Southern dealers who are successfully taking on modernizations recommend adoption of an accurate estimating method.



Bradley Lumber Co. worked closely with home-owner to create this dream kitchen for a custom-built home in Silver Spring, Md.

With cooperative plan, quality merchandise —

Their Kitchen Sales Soar

The biggest volume - getter in kitchens is laying out an acceptable, workable, step-saving plan with quality merchandise.

That is the sage opinion of Dale D. Stewart, department manager of Bradley Lumber Co., Inc., in Silver Spring, Md. His kitchen installations have reached close to 150 jobs annually.

"Getting your merchandise delivered when promised, checking cabinets carefully after delivery, checking with the customer to see that tops are satisfactory, that appliances are in proper working order, and that all differences and complaints are promptly taken care of — all of this brings repeat business from builders, as does word-of-mouth promotion among home-owners."

Bradley Lumber handles both wood and metal cabinets, and maintains a separate showroom

By B. S. Miller

with four display kitchens, with as many different lines, at a location separate from the main operation and yard. The department has its own kitchen manager. It utilizes about 30 linear-feet of wall space to exhibit different types of wood and metal base cabinets and wall cabinets, built-in ranges and appliances, various ceiling and exhaust fans, hoods, and blowers. Kitchen volume in new construction and remodeling, on the average, nets the company from \$1,000 to \$1,500 per job.

"Our five outside salesmen in the lumber and building materials departments push kitchens when they sell lumber and millwork, and they relay leads to us. Our outside kitchen salesman and I are alerted to potential kitchen sales through Dodge and Blue reports, and by

spotting new construction sites as we travel around. A share of our kitchen volume, in other words, comes from 'bush - beating,'" Stewart said, adding that kitchen sales personnel are paid salary and commission. "We also follow newspaper listings of permits issued in the various counties and call on these possibilities."

When doing a kitchen remodeling, Bradley Lumber sub-contracts all plumbing, electrical, carpentry, and painting jobs. The company maintains no shop or crew of its own, though a fully-completed kitchen with wide selection of components has been handled by them, except for flooring.

Stewart details his procedure and trains his outside salesmen in this highly-specialized field of the building materials industry. They study an assortment of manufacturers' specification sheets on vari-



A prospective customer examines a built-in oven in one of four Bradley Lumber display kitchens. Separate kitchen-showroom houses four different lines, utilizing about 30 linear-feet of wall space to display types of wood and metal cabinets, built-in ranges and appliances, ceiling and exhaust fans, hoods, and blowers.



Constant checking as cabinets are installed insures customer satisfaction. Dale D. Stewart (right), manager of the kitchen department, checks to see that all details are in accordance with plans.

ous kitchen lines handled, manufacturers' literature, assorted kitchen pictures, and layouts from current home decorating magazines, noting the step-saving triangular design of refrigerator, sink, and range.

Stewart shows his salesman drawings of kitchen installations, and for a week or two he takes his trainee on all kitchen interviews, pointing out questions asked by the customer in trying to determine the kind of kitchen that will approximate his needs and tastes. He stresses the kind of questions

that tend to draw out a homeowner's mental picture of her "dream-kitchen."

"I show our trainee how to measure from plaster or drywall, from trim to trim, and how to make allowances for windows. He studies manufacturers' specification sheets to learn what is available for the particular job he is planning," explained Stewart, adding that in-office training includes teaching a trainee how to lay out a kitchen to scale at a drawing board, price it, and take a markup. "When his layout is ready,

we give him instructions in how to present it to the customer."

Learning how to measure, lay-out a design, do an acceptable drawing and then present it to a customer may take about six months of training before a salesman is ready to go out on his own, according to Stewart.

Drawing considerable volume from the custom-home builder, Bradley Lumber works closely with the home-owner, sent in by the builder, in planning a kitchen. Usually, such prospective homeowners are invited to see the kitchen displays in the showroom. They can then indicate substitutions they may want, after studying displays, their own ideas, and current magazine pictures. They also are taken around to completed installations, and shown L-shaped, U-shaped, and Pullman-type layouts, along with appliances, varieties of good lighting, and colors.

Do-it-yourselfers are given assistance through sketches, pictures, and instructions in how to measure, lay out, and install cabinets.

Bradley Lumber Co. does no newspaper or other formal promotion of kitchens. Their advertisement in the yellow classified directory underscores kitchens, and they display at the National Housing Center.

Availability of credit is a factor in bringing kitchen volume.

"A problem in kitchens is coordination between builder and kitchen-planners. Changes by home-owner and builder after measurements have been taken, and failure to keep kitchen planner informed of changes, can cause

(Continued on page 111)

Happy customer inspects her kitchen, newly-installed by Bradley Lumber. The firm handles both wood and metal cabinets, and averages between \$1,000-\$1,500 per kitchen remodel job or related installation.



This Texas dealer combines kitchen remodeling with unique displays and effective sales promotion, and he cooks up a . . .

Profitable Outlet for Linoleum

Contacting home-owners who are remodeling or enlarging their kitchens, and consistent advertising to create inquiries have built a profitable \$30,000 linoleum and asphalt tile business for Armstrong Bros. Lumber Co., San Angelo, Texas.

An added boost to sales, particularly in helping salesmen to close a contract, is a special "sample" display area, apart from the regular floor-covering stock.

Newspaper, radio, and TV spot advertising brings inquiries about floor-covering. An outside salesman follows up these inquiries, with samples and a strong appeal to induce prospects to come to the store and see the full display of all linoleums stocked.

A most effective advertising, according to Zach Murray, secretary-treasurer and manager of the company, is TV spot announcements, when used sparingly and periodically. He utilizes this medium primarily when he has new and timely merchandise to show.

For continuous advertising, he has found radio most productive. The company has a 15-minute radio program six mornings a week, which produces exceptional results with a locally-created, informal approach. Entitled "Problem-Solution," the program invites listeners to telephone or write in their household problems; other listeners then are invited to send in solutions to the simple problems submitted.

A housewife may write in and want to know how to remove the stain from a coffee percolator. Her request is read on the program. Then another listener sends in a solution, which forms a part of the next program. This audience

(Continued on page 110)



Zach Murray, manager of the Armstrong Bros. Lumber Co., San Angelo, Texas, shows a customer sample linoleum patterns. The special display booth is a decided eye-catcher and an asset in helping prospects select their patterns. The booth contains compartments — each squared to display a piece of linoleum 18" square. It holds 60 sample patterns, each conspicuous and within easy reach of the customer. Rolls of linoleum are stocked in an adjacent building.



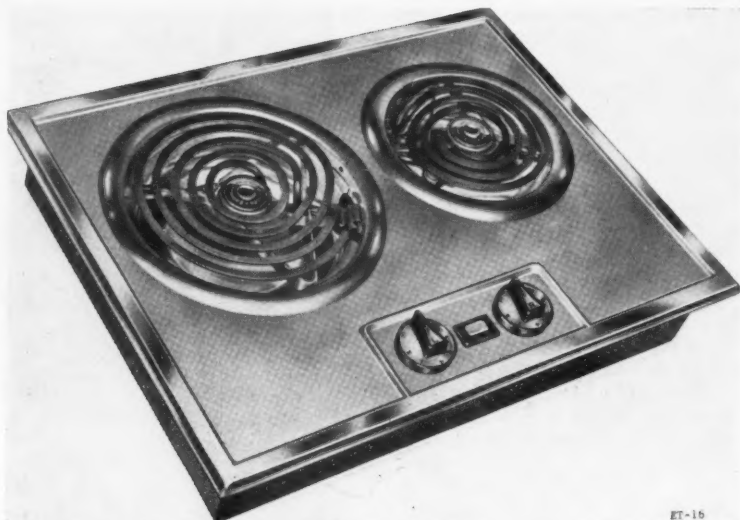
Samples of asphalt tile, sheet vinyl, sheet rubber, and cabinet-covering materials are displayed on this low, broad table in front of the linoleum booth.



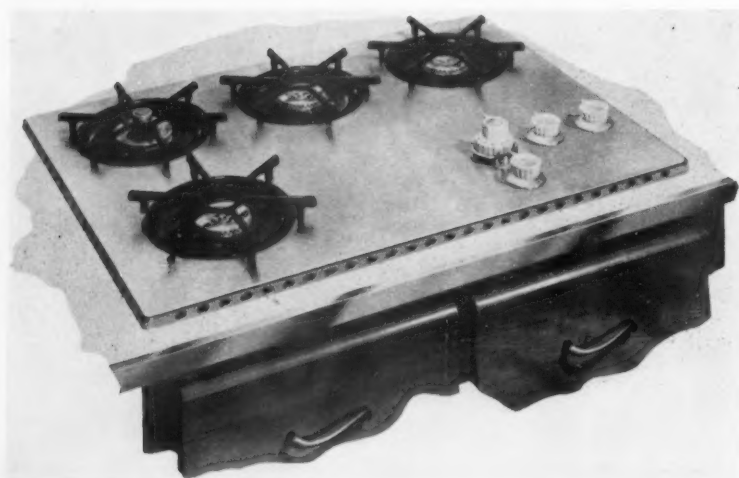
A Trend

Trend to kitchen built-in compactness to save over-all space is exemplified in this Nu-Tone Food Center, at left, a product of Youngstown Kitchens. Motor for the facility and all five of its appliances is in a 9" base cabinet, which contains pull-out section that glides in and out on nylon slides. Motor operates a blender, mixer, meat-grinder, fruit-juicer, and knife sharpener, all of which are conveniently stored in cabinet.

This super-thin, two-burner drop-in range top, right, is only 3" deep and requires no front cut-out, preserving valuable drawer space underneath. Rim formed around top keeps spill-overs from running onto counter top. Another easy-to-clean feature is elimination of conventional burner rings around top, formed — as they are here — in range top. Solid burner bowls also are used in this Modern Maid electric drop-in top, a product of the Tennessee Stove Works, Chattanooga, Tenn.



ET-15



Recent innovation for kitchen-planners is interchangeability of gas or electric in the same cabinet, allowing choice of fuel, even after installation of range. This deluxe Debon-Aire four-burner gas unit, left — a product of the Stiglitz Corp. — comes equipped with "burner-with-a-brain," low-setting burner, positive position utensil supports, and convenient drawer space underneath. Handy for the regular user, they are difficult for children to reach.

to Compact Kitchen Built-Ins



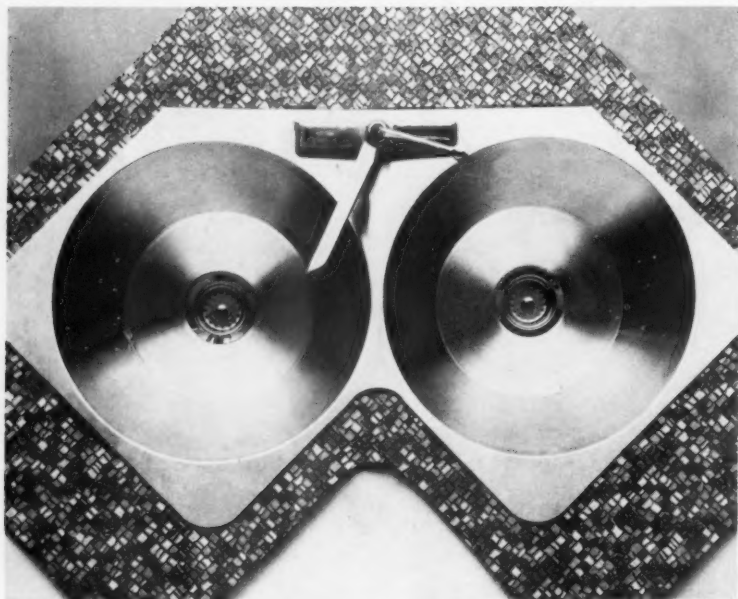
Lyoncraft's double-compartment Dispo-Well sink, at left, has its wooden cutting board attachment in place for vegetable-chopping purposes. Reputedly the first stainless steel sink especially designed for food-waste disposers, it features an 8" drain funnel directly under the faucet. Sink is equipped with an exclusive feature which makes the sink and rim one integral unit.

This kitchen pantry, right, is specifically designed to eliminate frustration of blind groping and fumbling for canned goods and packaged foods. It requires little floor space and can be constructed in an unused wall area by simply cutting away plaster or gypsum board on one side, and installing shelves between studs. Four-inch depth of studs — adequate for most cans, bottles, and small boxes — keeps shelves shallow enough to avoid annoyance occasioned by items hiding behind each other.

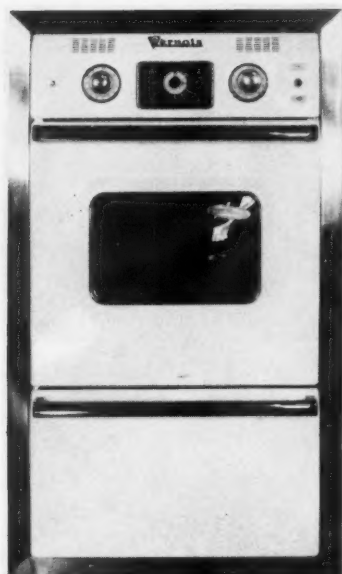
Ponderosa pine shutters, painted or stained, provide attractive textured surface and permit air to circulate in pantry. Shutters, available at most building supply dealers, come in widths and heights to suit purpose.



The Trend to Compact Kitchen Built-Ins . . .



Lending itself to unique corner installation, made possible by diagonally-arranged bowls across corner area, this Swirl-Flo twin-bowl sink is fabricated from stainless steel with smooth, polished surface. Water draining from bowls generates a swirling cleaning action. A product of Metal Products Division of Aeronca Mfg. Co., unit fits standard 36" and 42" L-shaped corner cabinets. Perforated stainless steel vegetable tray fits both models to increase usefulness of sink without sacrificing capacity.



A compact built-in oven which offers automatic temperature-controlled oven broiling is this new Vernois Broilmaster from the Mt. Vernon Furnace & Mfg. Co. Cook merely turns oven heat control to desired heat-degree. The rest is automatic, with thermostat controlling the broiling temperature and eliminating necessity of partially-opened oven door during process. Individual controls allow simultaneous baking in upper oven and broiling in lower.



For home mixologists, this pull-out bar and bottle storage tray — a product of the Kitchen Maid Corp. — provides for complete beverage service. Storage drawer at top opens out into three cork-covered bar surfaces, with space for glasses, napkins, and coasters. A slide-out partitioned insert at bottom allows beverage storage. Cabinet styling shown is Kitchen Maid's Italian Provincial, an adaptation of a classic Italian motif, embodying use of dimensioned pulls and delicate molding to frame cabinet door.

A New Look at the Tax Laws



Edwin Pierce

By Edwin Pierce

Attorney-at-Law
Poole, Pierce & Hall
Atlanta, Ga.

Be it wholesale or retail, if you are operating a lumber or building supply firm, which is a corporation having ten or less stockholders, chances are excellent that you can effect a real tax saving as a result of a 1958 amendment to the tax laws.

If you are operating as an individual owner, or as a partnership, the chances are good that you will want to incorporate.

Individual Treatment

These thoughts result from the 1958 amendment to the tax laws, which now enables certain corporations to elect to be treated as individual owners or partnerships for purposes of income tax. In the thinking of a great many people, this tax help has been long overdue and it is likely to effect substantial savings to many corporations.

To get the entire picture in front of you, it may be well to recall that over the years there has been a running battle between incorporating, on the one hand, and operating as an individual owner or as a partnership, on the other hand, as to which is the best way to operate a business.

Despite unfavorable tax treatment which results in many cases,

the corporation has enjoyed the greater popularity for several intensely practical reasons.

Corporation Advantages

The most compelling reason, perhaps, is the immunity from personal liability which might result to the owner in event of financial disaster to the business itself. An owner does not relish the thought that, if unforeseen reversals take place in the business itself, obligations and liabilities can threaten his home and personal savings.

It is generally thought that the decision to incorporate is motivated in most cases by this fact. Other businessmen have tried to reach the same result by placing their homes and accumulated nest eggs in the wife's name, and in some cases have succeeded in losing both wife and the nest egg.

Another feature of the corporation that has always appealed to

businessmen is the promise of indefinite existence. Many people visualize a company that they have established as continuing beyond their death, operated in whole or in part by sons or other family members. This is possible, although difficult, to achieve with a partnership, which the law automatically dissolves on the death of a partner.

Even while in life, trouble can arise if a partner becomes dissatisfied, since it is legally possible, in most instances, for a dissatisfied partner to terminate the partnership and require a dissolution of the business. A minority stockholder, on the other hand, can only register his dissatisfaction by way of protest at stockholders meetings, and usually not otherwise, unless he can find dishonesty or obvious mismanagement.

Corporation Tax Rates

Most businessmen know, by now, that it costs little, if anything, more to establish a corporation than it does properly to establish a partnership, and it is also generally understood that no more complicated books and records are required for a corporation than for a well-managed partnership.

The corporation, however, can and does, in many cases, cost a lot more money in federal income taxes. The corporation tax on profits realized at the end of the taxable year is presently 30 per cent on the first \$25,000 of profits, and 52 per cent on all over \$25,000. A law has been passed proposing

**If you are operating a corporation
having ten or less stockholders, this
new tax law may be just what you need**

to change this rate favorably to the corporate taxpayer, effective as to taxable years beginning after June 30, 1959, so that thereafter the corporate tax would be 25 per cent on the first \$25,000 and 47 per cent on the excess. Despite the fact that this change has been enacted, if we may judge by past events there is a good chance that the change will be withdrawn or suspended before it becomes effective and the contemplated tax reduction not actually realized.*

This tax rate, however, tells only half the story, because even after these taxes are paid, whatever remains is still in the corporate treasury, and while it indirectly belongs to the stockholders and looks good on financial statements, this money can't buy groceries, or golf clubs, or houses, or any of the thousand other things that a man might like to do with money he has earned.

In other words, it costs additional taxes to get into his hands for spending purposes what is left of the business profits. The amount of this second bite, of course, depends on his personal income tax rate, since the corporation will have to give him the money in the form of dividends, and such dividends are taxable to the recipient as personal income, based on whatever tax bracket he is in, with the sad thought that the receipt by him of much dividends might also elevate him into a higher tax bracket. A small dividends credit provision, presently in the tax laws, alleviates this situation only to a very small degree.

Tax on Owner "Compensations"

Of course, amounts paid him by the corporation as salary, or, to use the tax man's expression, "compensation for services rendered," are not taxable to the corporation as profit since such reasonable compensation is part of the cost of doing business, and to this extent the owner does not pay the double tax, but only the personal tax on the compensation received.

This has caused many a businessman to attempt to avoid the double tax bite by increasing his compensation as profits increase. This works all right up to a point, since increased profits usually go hand in hand with increased business, and increased work and responsibilities, and, to an extent,

will justify reasonable salary increases. However, when this passes to the point of reasonable "compensation for services rendered," the tax agent will come down on him with all four federal feet and require corporate taxes to be paid on the excess, plus appropriate penalties and accumulated interest. At this point, the businessman begins to wonder if he was smart in having a corporation in the first place.

Similar hassles are likely to arise if he tries to take extra tax-free money out of the corporation in the form of bonuses, traveling expenses, club expenses, etc.

Dividend Tax Bites

To sum it up, except in instances where corporation earnings, exclusive of officers' salaries, do not exceed, or greatly exceed, the amount that it can properly pay as officers' salaries, the businessman who owns all or a part of a corporation finds in most instances that he has to take his additional profits out of the corporation in the form of dividends; and as to these amounts, the money he has earned through the corporation is lessened by two substantial tax bites, the one that the corporation has paid on the profits and the one he has to pay personally on what's left when it is paid to him in the form of dividends.

As a quick example of how this works, suppose you own, let's say for simplicity's sake, all of the stock in your corporation. Assume that your corporation has earned during the last taxable year a net profit before taxes of \$30,000. You have already, of course, been paid your salary or compensation for your services as an officer of the company (say, \$15,000) and you have pushed this figure up just as high as you dare. Unless you think it is good business to leave all or some of this profit in the corporate treasury to further strengthen the financial position of the corporation, you might like to take all or a good part of it out and spend or invest it personally. Now here's what happens to you, taxwise. The corporate tax on this \$30,000 will be, under present rates, \$10,100, which brings the corporation's \$30,000 down to \$19,900. If you took all of this out in dividends, you might pay something like \$6,750 personal income taxes on this additional amount. (This would depend on your personal rate; it might be, of course, more or less than this figure.) You

would pay in the neighborhood of \$2,600 personal taxes on your \$15,000 salary.

Decrease in Corporate Profits

The net result of this to you is that your \$15,000 salary plus your \$30,000 corporate profit before taxes shrinks to \$25,550 by the time you can put this money in your personal pocket free of Uncle Sam's claims. If you had been unincorporated, the \$15,000 salary plus the \$30,000 profits would have belonged to you, less only your personal income taxes which might have run in the neighborhood of \$15,400, and would have left you a spendable \$29,600.

In this particular instance, at least, your corporation would have cost you over \$4,000, which is a pretty high price to pay, even for the security and other benefits of incorporation.

There are many variables, such as amount of corporate earnings, number of stockholders, and their personal tax rates, which make these figures differ in every case. The general idea that comes out, however, is that whenever the corporation begins to make more money than is necessary to pay reasonable compensation to the officers, the owners are paying more taxes than they would if they had remained unincorporated.

Many people have long wondered why it was necessary to have this tax distinction between incorporated and unincorporated business operations, which in many cases was penalizing them in taxes for the privilege of using the form of operation they liked best.

1954 Tax Amendment

In 1954, the government took a partial step toward closing this gap by making it possible for an individual owner or a partnership to elect to be taxed as though he or it were a corporation. This helped not at all the problem we are discussing now — that is, the problem of the businessman who wants to incorporate and not pay both types of taxes. The 1954 amendment benefited other situations, such as the owner who was in an extremely high personal tax bracket and who didn't particularly want to draw the profits out of the business anyhow, since he didn't need the money and would lose most of it in taxes if he received it. This amendment allowed him to continue to operate without incor-

(Continued on page 108)

*
Editor's Note: This prediction has since come true.



He Retail Aluminum Supermarket - Fashion

By C. Lorentzson

Reportedly the first retail outlet in the United States devoted exclusively to sale of aluminum products, Aluminum Sales and Service, Inc., Atlanta, Ga., is operating at a substantial profit after only five-months' operation, according to H. E. Hicks, president and general manager.

"We opened the doors of our 'aluminum supermarket' in July, just after the peak of the spring building season, and we realized a profit, despite the fact that we were not listed in the Atlanta telephone book and ran only a little advertising outside of suburban newspapers," said Hicks.

Hicks, former Southeastern regional sales manager for Reynolds Metals Co., has long believed that a broader distribution system for getting aluminum products to consumers is needed to reap the full benefits of the aluminum industry's tremendous national advertising and promotional programs.

"Record sums being spent by aluminum producers on advertising are creating increasing consumer demands for many aluminum products. Yet there have been no complete one-stop local sources where consumers can go to purchase these products at retail," he said. "Our present business was established partially to fill this gap.

"Fred Haunsz, our sales manager, and I estimate that there are, at present, at least 20 full-minutes of national television advertising being viewed each week, sponsored by principal aluminum companies. In addition, advertising in periodicals to pre-sell the public on aluminum and its uses staggers the imagination. I didn't feel we could ignore this golden



President H. E. Hicks of Aluminum Sales and Service, Atlanta, measures off an aluminum insulation order for a drop-in shopper, intrigued into investigation by a national aluminum producer's TV commercial which touched on the item's advantages.

opportunity any longer."

Begun principally as a retail outlet for aluminum products, Aluminum Sales and Service has already helped fill another big gap in the aluminum distribution picture.

"We've found that there are many firms who need the services we can render — such as assisting with sales, installation, and stocking of aluminum materials," Hicks explained.

"Along this line," Haunsz added, "we were surprised at the response we have gotten from lumber dealers in north Georgia to whom we wrote personal letters concerning aluminum siding. We mailed 17 letters at first, and within 72 hours, we had received five of our cards from dealers requesting we come by. We've already brought dealers up-to-date on aluminum products, and have actually helped with a direct selling effort."

Sales Manager Fred Haunsz arranges aluminum promotional literature within easy reach of all walk-in customers.

The new company has also been lined up to sub-contract installation of aluminum gutters and siding on the largest mail-order house in Atlanta, underscoring the need for a firm with specialized knowledge in the aluminum materials field.

Hicks feels that his pioneer operation, if successful, may set a pattern for similar stores in other areas. "We think there should be an aluminum service station in every community to provide everything needed for those buying all-aluminum homes, presently being promoted by Reynolds Metals, National Homes, and other aluminum companies," he said. "In addition, many home-owners are substituting aluminum windows for the wooden windows in housing project homes. This demand should increase as the public is sold more and more on the advantages of aluminum."

The installation of an aluminum materials department by lumber dealers should not be overlooked, according to Haunsz.

Many dealers are not making the mistake they made when aluminum windows first appeared on the market," he explained. "At that time, many dealers feared that aluminum windows were competition for their wooden windows; consequently, they did not stock them. However, aluminum windows are here to stay, and many dealers, realizing their mistake, began stocking them to sell in addition to wooden windows.



"Now that aluminum siding is on the market, these dealers are not repeating past errors, and are stocking and selling aluminum siding as a product capable of developing substantial new volume."

One of the most appealing things about setting up an aluminum building materials department is the low investment required to put in a substantial stock. According to Hicks, \$1,500.00 would set up a dealer as the aluminum kingpin in his community.

"The average mark-up for aluminum products is 40 per cent, considerably higher than that lumber dealers receive from most of their wooden products," Hicks explained. "In addition, many aluminum items bring more than 40 per cent and sell for a little higher price than most wooden items."

Price has little effect on aluminum sales, Haunsz pointed out, because the public is pre-sold on the durability of aluminum, and they expect to pay a little more for the longevity.

Returning to the operation of the new "supermarket," Hicks said further: "We feel our store fills the big gap between manufacturer and consumer. Acceptance by the consumer of aluminum products is far ahead of the distribution system, and our business has helped substantially to prove our contention that aluminum products are not as accessible to the consumer as they ought to be."

Most items stocked by Aluminum Sales and Service are residential products. They include siding, gutters, thresholds, moldings, screens, screen doors, awnings, fencing, roofing, insulation, shingles, mill products, furniture, ornaments, shutters, ventilators, ladders, mailboxes, patio covers and Reynolds "do-it-yourself" aluminum products, and nails.

Initial traffic in the store did not produce large volumes, for many purchases involved small items. However, the eventual sale has usually been high, according to Haunsz. "For instance, one customer bought \$1.50 worth of moldings, spotted our screen display, and bought a set of screens for

(Continued on page 106)



Hicks and Haunsz examine their store's complete house siding, comprised entirely of aluminum products. It separates the sales floor from the stock and work rooms, and has proved invaluable for demonstrating aluminum's versatility and multiple uses.

Ever See a Building Supplier With Stained Glass Windows?

By George H. Watson

Probably the only building supplies store with stained glass windows in the United States is the Grady Bowen Sales Co., Daisy, Tenn., a small town north of Chattanooga.

When Grady Bowen, a local building contractor, learned that the town's Methodist church (of which he is a member) wanted to move into new and larger quarters, he arranged to buy the old property in the Daisy business section, and to erect a new sanctuary at a location farther out. There, an educational building has already been completed.

With a practiced contractor's eye, Bowen spotted immediately what was necessary to convert the old church into an inviting merchandising center.

The first thing he did was to bulldoze out an embankment on which the church was located.

This done, he converted the basement of the church into the first floor of the new store, while the main auditorium — reached by high, steep stairs — became the second floor. The main entrance into the auditorium was removed and a large window installed in its place.

Now, the former basement of the church — with new fluorescent lighting, air conditioning, and insulated ceiling — is a real building supplies department store, stocked with a variety of items displayed on the sales floor. Three former church school rooms are now devoted to such items as paint, hardware, and tools. One space, set aside as a "Teen Room," merchandises record players and television sets.

The second floor, devoted during the Christmas season to a display of toys, has been transformed into display space for model kitchens and cabinets. Bathroom accessories — including tubs, plumbing, and medicine cabinets — are displayed
(Continued on page 111)



BEFORE — The Daisy, Tenn., Methodist Church in the town's business district.



AFTER — Completely renovated is this new home of Grady Bowen Sales Co. The embankment was cut away and the full basement below the main auditorium became the first floor.



The well-stocked paint department occupies what was formerly church basement.



This view of the store front shows neat arrangement of varied merchandise.

'FABWODI' or Else . . .

Southwestern Dealers Are Warned

By **SID WRIGHTSMAN JR.**

Editor



Robert V. Blackstock
Seattle, Wash.

" . . . We retail lumber dealers have got to start thinking big. Our very survival will depend on that ability. We need to join forces in research with homebuilders to give customers more for their money. If we don't, they will turn to a source that does — the manufacturer of prefabs . . . "

Today's retail lumber dealer who is willing to find and adopt better ways of doing business — ways purposefully gauged to meet revolutionary building challenges likely to occur in the coming five years — may well anticipate healthy expansion and a profit-uptrend.

Not so, however, for the unwilling, unimaginative dealer who, by the mid-'Sixties, may drop by the wayside, victim of his own inability or *unwillingness* to change with the times.

Urgency Apparent

This over-all theme of urgency, packing a decided dealer-wallop, was disturbingly apparent at the 71st annual convention of the Southwestern Lumbermen's Assn. in Kansas City, Mo., January 25-28.

"FABWODI" — the convention theme-catch-word, as cryptic to the uninitiated as it was unpronounceable — required little time to emblazon itself on the conventioneer's subconscious. It tended to appear unexpectedly and mysteriously beside speakers' podia and in other much-frequented convention areas during the convention's course.

"FABWODI" it soon turned out,

actually was little more than an orderly concoction of the initial letters of the convention's overall admonitory theme: "Find A Better Way of Doing It!"

Kickoff Breakfast

The Association's first-day inter-industry kickoff breakfast, held in Kansas City's renowned Muehlebach Hotel, was enthusiastically attended by dealer-members, wholesalers, and manufacturers, alike. The post-breakfast program, skillfully projected and thought-provoking, was overwhelmingly successful in laying groundwork for "profit-huddle" panel sessions to follow.

Breakfast speakers included W. M. Robinson, retiring Association president, St. Louis, Mo.; Robert E. Gallagher, Snark of the Universe, Concatenated Order of Hoo-Hoo, Albuquerque, N. M.; Dr. R. H. Westveld, school of forestry director, University of Missouri, Columbia, Mo.; William R. Shockley, chairman, Associated Committee for Industry Teamwork, Springfield, Mo.; and Robert V. Blackstock, vice-president, H. W. Blackstock Lumber Co., Seattle, Wash.

Commented Blackstock: "We

retail lumber dealers need to join forces in research with homebuilders to give customers more for their money. And it can be done without stifling design."

Component-Adoption Necessary

Blackstock called for dealer recognition of the fact that manufacturers of prefabricated houses are today, through clever merchandising methods, beating lumber dealers at their own game. If the dealer is to survive, he emphasized, retail lumber dealers must resort to home building construction, such as Lu-Re-Co, based on pre-cutting and pre-assembly of house parts instead of pieces.

"Why, just stop to consider that by 1975 some 46-million people will be demanding and getting up-to-the-minute housing. We dealers have got to start thinking big. Our very survival will be dependent on it," concluded Blackstock.

Inter-Industry Meetings

Robinson, after revealing the meaning and purposes of "FABWODI," admonished lumber dealers to improve their cost-reduction methods, their personnel relations, and to seek higher returns on their investments. He announced that, through the Southwestern Association's Committee for Industry Teamwork, regional meetings would shortly occur throughout Association areas. At such meetings, he said, members would be awarded opportunity to familiarize themselves with latest field developments and meet with both manufacturers' field men and distributors' representatives.

Committee Chairman Shockley personally saluted all manufacturer and distributor salesmen in the audience and called for greater teamwork on the part of all concerned.

"The aim of our Industry Teamwork Committee," he said, "is to convince industry as a whole of our (the retail lumber dealers) desire to straighten out differences, clear up animosities, and seek complete understanding of each other's problems."

Industry Falls Short

According to Westveld, the lumber industry has fallen short of the job of interesting young people to train themselves for careers in lumber and wood products field.

"The average high school student knows nothing about prospects of employment in the lumber

Meet this FAIR dealer:

Newly-Elected Southwestern President Defines Credo



D. J. Fair
Sterling, Kans.

I was born into this business. I began working full time as a yard man in 1933. This was followed by a job as manager and then as general manager.

If I have learned anything during this time, it is that the retail dealer who gets ahead has an active and inquiring mind. He is not bound by tradition and is not afraid to try something new.

Many of us are something less than spectacular in our ability to find, train, and to keep enthusiastic, well-prepared personnel, who demand and are capable of producing results for the employer which, in turn, bring a higher personnel income for the employee. We are perhaps deficient in our specific and technical knowledge in the areas of merchandising and profit control. We may be guilty of being passengers rather than the drivers in our business. Results just happen. They are not planned.

The remedy for these shortcomings is a full use of the training aids available through our associations. This, with a careful and regular study of our trade press publications, should provide all the necessary tools to meet the challenge of the next decade. It seems obvious that the other segments of our industry are striving to improve their sales aids and advertising at the point of consumption.

There is reason to believe that we will meet the challenges of new materials, new methods of construction, changing patterns of distribution, and financing.

business, because job counselors tell him nothing about it. I feel that our industry should strive to increase its effort to spread our message among the nation's youth," he asserted.

Dealer-members packed three afternoon "profit huddles," which proved timely, informative, and rapid-paced.

Profit Leak-Plugging

Managing Editor W. J. Salmon of *Building Supply News* was designated "quarterback" for the initial profit huddle on "How to Plug Profit Leaks in Your Business." His team members, each allotted a ten-minute interval for discussion, included Fred A. Weber, Spirit Lake, Iowa; Richard E. Spelts Jr., Grand Island, Neb.; Carl R. Johnson, Oklahoma City, Okla.; Fred S. Stephenson, Chick-

asha, Okla.; Max K. Koehler Jr., Kansas City, Mo.; and Paul R. Hollenbeck, Burbank, Calif.

Hollenbeck encouraged dealers to develop the daily habit of costing sales tickets. "No dealer can afford to ignore ticket-costing if he wants to plug major profit-leaks in his organization," he opined.

Flexible Budget

Johnson recommended development of a flexible budget, regular forecasting of sales-goals, and elimination of inadequate inventory control as logical steps to profit-leak plugging.

Other panelists encouraged keeping of proper records on working capital, accounts receivable, and tax and unemployment insurance fund payments — enabling deal-

(Continued on page 107)

Mid-South Convention Keynotes

Enthusiasm, Creative Selling

Untapped gold mines await building supply dealers who are willing to create new ideas, generate enthusiasm and positive thinking, step out in faith with strong advertising and promotional programs, and keep costs at a minimum.

These opinions were expressed by speakers during the 1959 Mid-South Convention and Building Material Show at Ellis Auditorium in Memphis, Tenn., Feb. 15-17.

For instance, Cloyd Steinmetz said that creating ideas is vital to business success, and management should expend the necessary research and study to achieve creativeness.

Steinmetz, sales training director of the Building Products Division of the Reynolds Metals Co., Richmond, Va., warned that "when you create ideas, you must have the facts at hand to plan them. This requires time and effort, but it should be done."

He said creative ideas are most helpful in selling.

"You must know how to use advertising and samples," he declared. "You must be able to tell the sales story in the best manner possible."

And, as an afterthought, he added: "Your sales people also need to know how to properly ask for an order. It is unfortunate, but today many people selling don't know how to ask for orders."

Steinmetz made it clear that he was advocating creative thinking, out of which one may receive greater satisfaction. "Management must plan and think creatively," he said, "and this will pay off."

Another necessity is enthusiasm, which results in a positive attitude, according to Gerald T. Owens, Memphis management consultant.

"No one with a negative attitude ever gets to the top," he said. "They get only what is left after those with a positive attitude get what they want."

By Richard Lane

Owens said enthusiasm makes for a better dealer, sales person, or worker.

"It opens my mind and heart," he pointed out, "and gives me gratitude for my job, company, products, church, city, family and nation."

Martha Nowels, advertising agency owner of Tuscon, Ariz., said dealers have a tremendous potential in home improvement business — but they must gear their merchandise and service to those who have the power to get the contracts signed.

"Women generate 89 per cent of the home remodeling," she declared. "They suggest, demand, nag — and get done what they wish as far as home improvement is concerned. So the dealer must meet her desires and needs, know the answers and be able to give them without hesitation."

She cited the fact that women spread news quickly — second, actually, only to newspapers — and if they get the right merchandise at the right price, and finest quality service, their friends and neighbors will know about it. "This word-of-mouth advertising cannot be underestimated," she said.

On the other hand, Miss Nowels advocated a strong advertising and promotional campaign, saying this is essential to build business. It must be carefully planned for months in advance and tell the story of why home improvements should be made at this particular time.

Miss Nowels said dealers often are hurt by poorly-estimated jobs and lack of trained salesmen.

A *Building Supply News* editor from Chicago, Jack Parshall, advised dealers to consider going into the sale of builders' components, purchasing lots for houses, and otherwise diversifying their services and merchandise.

Parshall also warned dealers that they must look more closely at their rising costs and trim them every place possible.

"Too many businessmen," he said, "are failing in this very fundamental point. They know exactly where to look for excessive costs, but just don't do it."

James E. Kerwin, district FHA director in Memphis, predicted a 10 to 15 per cent better home building year in 1959 than 1958. He said some small rural areas of the percentage may run as high as 25 per cent.

Kerwin declared \$600-million is available for home loans in small towns and remote communities through the Volunteer Home Mortgage Credit Program.

He predicted the FHA certified agency program will be extended to the entire states of Arkansas, Mississippi, and Tennessee within 45 to 60 days after the passage of a new housing bill by Congress. This program allows smaller communities to participate in the FHA program through certified agencies established in the towns.

A new boon to the South's lumber industry is the use of colored woods for paneling rooms, dealers were informed. More and more homes are being built with rooms paneled in yellow, green, and rose.

C. E. Anderson, field representative for the Southern Pine Assn., said interior paneling "is now in the price range of most home builders."

He pointed out that woods, especially pine, can be stained or painted any color "so that the grain — the design which nature built in — can be seen."

Eliot Whittington of Whittington Lumber Co., Memphis, presided over convention sessions. Whittington was elected a director of the Tennessee Building Material Dealers Assn. and to the legislative committee of the National Retail Lumber Dealers Assn.

INDUSTRY NEWS

(Continued from page 20)

CONVENTION CALENDAR

MARCH 17-19: Louisiana Building Material Dealers Assn., Jung Hotel, New Orleans. Exhibits.

MARCH 19-21: Southeast Trade Exposition (Sheet Metal-Roofing-Heating-Air Conditioning Contractors' Assn.), Atlanta Biltmore Hotel, Atlanta, Ga. Exhibits.

APRIL 2-3: Kansas Lumbermen's Assn., Lamer Hotel, Salina.

APRIL 16-17: Mississippi Retail Lumber Dealers Assn., Buena Vista Hotel, Biloxi. Exhibits.

APRIL 19-21: Lumbermen's Association of Texas, Will Rogers Coliseum, Fort Worth. Exhibits.

APRIL 20-22: Building Material Merchants of Georgia, General Oglethorpe Hotel, Savannah.

APRIL 23-25: Florida Lumber and Millwork Assn., Deauville Hotel, Miami Beach.

MAY 11-13: National Building Material Distributors Assn., Cosmopolitan Hotel, Denver, Colo.

JUNE 4-5: Southern Sash & Door Jobbers Assn., Peabody Hotel, Memphis, Tenn.

JUNE 14-17: National Plywood Distributors Assn., Traymore Hotel, Atlantic City.

NOVEMBER 16 - 18: National Building Material Distributors Assn., Edgewater Beach Hotel, Chicago, Ill.

Binswanger & Co. Opens Atlanta Glass Division

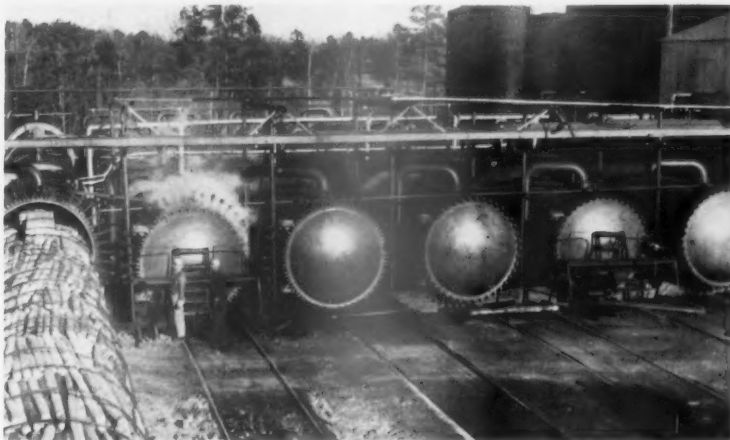
Binswanger & Co., Richmond, Va., has purchased the glass division of the Warren Co. of Atlanta, Ga. Binswanger's eastern division is taking over the Warren operation, which will be called the Atlanta branch of Binswanger & Co.

The Warren acquisition will augment Binswanger's Macon, Ga., branch, which will continue to serve central and southern Georgia.

W. Howard Higgs, manager of the glass division of the Warren Co. for the past five years, will continue as manager of the Binswanger Atlanta branch.



NBP HONORS CONGRESSIONAL LEADERS — National Business Publications, of which "Southern Building Supplies" is a member, presented its Silver Quill award jointly this year to Speaker Sam Rayburn and former Speaker Joe Martin Jr., in ceremonies at Washington, D. C., January 23rd. Award is made annually to an outstanding leader in business or government, who has rendered distinguished service to business and to the nation. NBP's Board Chairman Richard P. Smith, president of W. R. C. Smith Publishing Co., at far right above, presided at the meeting. Senate Majority Leader Lyndon B. Johnson delivered the presentation speech. Above are (l to r) Rayburn, Johnson, Martin, and Smith receiving congratulations following the ceremony.



NATION'S LARGEST TREATING PLANT — The recent addition of cylinder No. 6 to the treating plant facilities of Dierks Forests, Inc., near DeQueen, Ark., reportedly makes this the largest plant of its kind in this country. The plant, which started operation in 1948 with a single cylinder, produces pressure-treated fence posts, construction poles, utility poles, lumber, timbers, cross-ties and piling. When wood enters cylinders, the processing or preservative treatment begins. Treatments available include creosote, creosote-petroleum and pentachlorophenol. General offices of Dierks are located at Hot Springs, Ark., where William J. Butler is in charge of sales. Plant supervisor is Murray M. Neely.

Dunwody Re-Elected Head of Clay Products Inst.

Kenneth W. Dunwody, president of Cherokee Brick & Tile Co., Macon, Ga., has been re-elected president of the Structural Clay Products Institute. This is his second term as president of the national association of brick and

structural tile manufacturers.

Also re-elected were Paul B. Belden, Belden Brick Co., Canton, Ohio, vice-president; Joseph J. Cermak, Washington, D. C., secretary; and George Gammie, Illinois Brick Co., treasurer.

INDUSTRY NEWS

(Continued from page 65)

MOVING UP in the industry

National Gypsum Co. . . . JOHN G. STAPLER has been named general production manager and MAURICE C. CROOK has been named director of engineering. Stapler has been production manager of National Gypsum's insulation board, metal lath, and asbestos-cement plants since 1955. He succeeds Eugene W. Odenwaldt, now vice-president in charge of manufacturing. Crook started with National Gypsum in 1938, and since 1944 has been assistant director of engineering. He succeeds S. David Skinner, who is now vice-president in charge of engineering.

Wood Conversion Co. . . . DR. BERNARD J. GAFFNEY has been named director of engineering for this St. Paul, Minn., manufacturer. He succeeds FRANK A. MORRIS, who has retired after 14 years with the firm. Formerly New York office manager of the Rust Engineering Co., Dr. Gaffney holds a B.S. degree in chemical engineering from Northwestern University, an M.S. degree from Illinois Institute of Technology, and a Ph.D. degree from Columbia University.

Structural Clay Products Institute . . . JOHN E. CLARK has been named director of promotion for this national association of brick and structural tile manufacturers. He replaces E. F. (AL) WALSH, who resigned in December. Clark has been with the promotion department for the past two years. He is a native of St. Louis, Mo.



Jack

Clark

International Paper Co., Long-Bell Div. . . . ROBERT C. JACK has been named district sales manager in charge of the newly opened At-

lanta, Ga., office of this millwork, plywood, and panelboard products manufacturer. Sales territory covered by the office includes North Carolina, South Carolina, Georgia, Alabama, and Florida. A graduate of the forestry school at Iowa State College, Jack joined Long-Bell in 1947. He has been in charge of the Long-Bell Division sales office in St. Louis, Mo., since 1957.

Thomas Industries, Inc. . . . THOMAS FULLER has been elected vice-president of this Louisville, Ky., manufacturer of lighting fixtures. He will continue as general sales manager, which he has been for the past three years. He was sales manager for the Moe Light Division at Fort Atkinson, Wis., for the previous six years.



Fuller

Graubman

Cole Manufacturing Co. . . . R. J. GRAUBMAN has been appointed manager of the Knoxville, Tenn., warehouse of this wood products manufacturer. He was formerly manager of a retail lumber yard and sales manager for Southern Metal Products Corp.

American Air Filter Co., Inc. . . . A. B. ULLRICH JR. has been named Southern regional manager for this Louisville, Ky., manufacturer of air control equipment. He succeeds Morris G. Munson, who has retired. A graduate of Texas Tech, Ullrich has served with AAF in sales capacities for the past ten years. He will headquarter in Houston, Texas.

Clarke Sanding Machine Co. . . . New divisional sales manager of the Philadelphia branch of this floor maintenance products manufacturer is HELMER R. MILLER JR. His branch serves Delaware, eastern Pennsylvania, and southern New Jersey. He was former divisional sales manager of the Charlotte, N. C., branch. HOWARD C. MILLER, a former sales representative in the Charlotte branch, succeeds his brother as head of the Charlotte sales division.



Brading

Newman

W. S. Dickey Clay Manufacturing Co. . . . ARTHUR G. BRADING, manager of Dickey's Chattanooga, Tenn., plant, has retired after a 53-year association with the company. A native of Chattanooga, Brading began his career in the clay pipe industry with the D. P. Montague Pipe Works. When Dickey bought this company in 1905, Brading continued his work there and was promoted to plant manager shortly thereafter. Succeeding Brading is ERNEST H. NEWMAN JR., a native of Clearwater, Fla. He has been a salesman in Florida and southern Alabama, and sales manager of the Dickey Birmingham branch.

Seaview Industries, Inc. . . . PHILIP BELL has been named vice-president in charge of administration and finance for this Miami, Fla., aluminum awning firm. Comptroller of the company since last June, Bell is the fourth vice-president to be named by the eight-year-old firm. Other officers are Paul Rimmer, president; Nathan Becker, vice-president-production; Joseph Cicero, vice-president-sales; and Budd Sheesley, vice-president-merchandising.

Reynolds Aluminum Sales Co. . . . New Reynolds vice-presidents are KEITH E. HALL, general manager of industrial market sales, and ALFRED H. WILLIAMS JR., general manager of architectural and building products market sales. Hall, a native of Oregon, joined Reynolds in 1946. He was made director of industrial markets in 1956, and general manager of industrial markets in 1957. Williams, a native of Nashville, Tenn., joined Reynolds Metals in 1954, as general manager of window sales. He was made general manager of architectural and building products sales in 1957.

(More INDUSTRY NEWS on page 70)



the billion-mile network of buried faith

Clay Pipe is trusted. It has to be. It's sealed in by streets and sidewalks . . . blocked off by building foundations . . . piled over with earth and rock.

Clay Pipe has a vital job to do, and it must not fail. Yet—nobody worries about the vast underground network of sanitary protection. Few people even think about it. What greater tribute could be paid to a product's dependability?

Clay Pipe goes underground, so it's got to be good. It guards against disease, so it's got to be good. It gets no maintenance, so it's got to be good.

And you can bet your sewerage bonds it *is* good, because it's backed by a written long-term guarantee. Clay Pipe is the only pipe that *never wears out*, and the Clay Pipe industry is mighty proud of it.



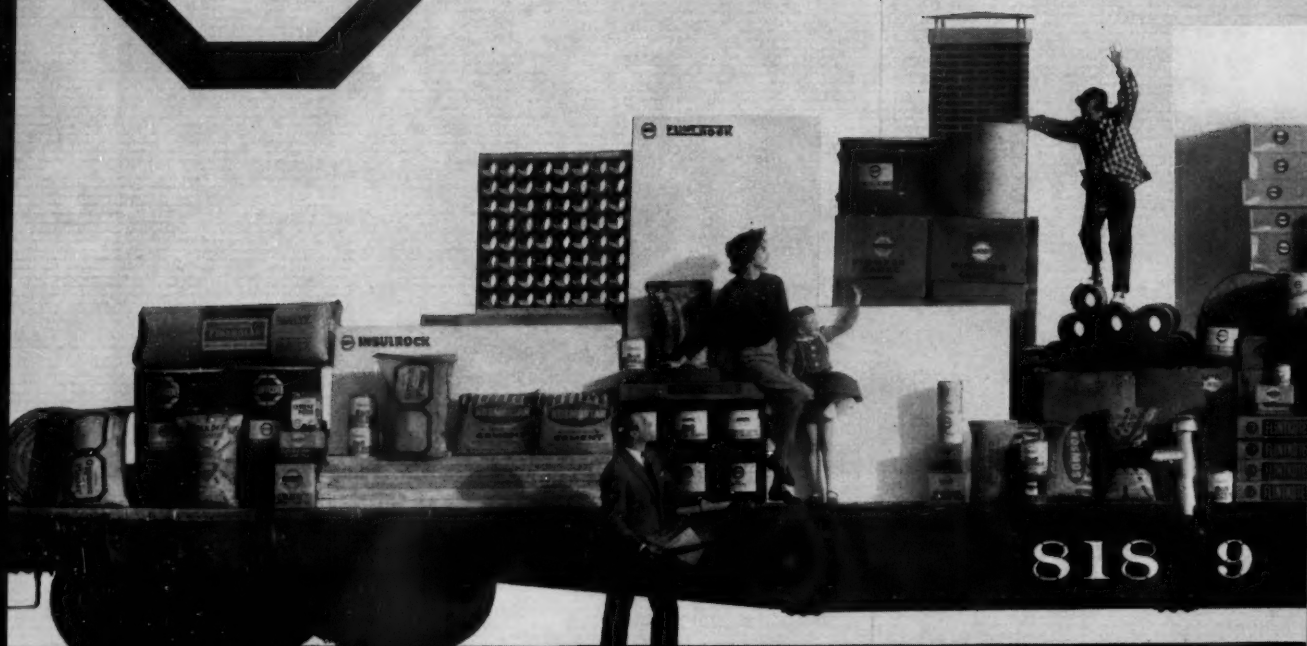
OCONEE
CLAY PRODUCTS CO.

Milledgeville, Ga.

WRITE FOR CIRCULAR
DESCRIBING

OCONEE'S
NEW WEDGE-LOCK

Factory made plastic joints
that snap together instantly!



Win yourself this carload

while you get acquainted with America's broadest

Big promotion going on! Two weeks from now, this same Flintkote flatcar starts rolling into big space ads in LIFE and SATURDAY EVENING POST. Other powerful selling ideas are coming up in READER'S DIGEST too. The purpose: to demonstrate that Flintkote makes the broadest line of building products in America, and to help everyone who moves Flintkote products into the homes of America. While the whole country's getting a look at the length and breadth of Flintkote's line . . . you can cash in . . .

win yourself every can, case and carton you see above!

Or you can win the equivalent in cold cash . . . \$5000. Or win one of 121 other cash awards!

EASY TO ENTER!

Read the official entry rules (right). Complete the entry blank in this ad and mail it to FLINTKOTE CARLOAD CONTEST, Box 7A, Mount Vernon 10, New York. Hurry! Each entry must be postmarked no later than April 15th, 1959 and received by April 21st, 1959.

Nothing to buy!

122 chances to win!

GRAND PRIZE

Three choices:

- The products shown on the flatcar illustrated.
- The equivalent in Flintkote Building Products of your choice.
- The cash value, \$5000.00.

Plus 121 Cash Awards

2nd Prize \$500 cash
20 third prizes, each \$100 cash
100 fourth prizes, each \$25 cash

Enter today! Flintkote's \$10,000 CARLOAD CONTEST

Guess

how many building products the Flintkote Company makes and guess the total shipping weight of the products on this flatcar.



(or \$5,000 in cash)
line of building products

FLINTKOTE CARLOAD CONTEST RULES

(1) Only one entry per person. Each entry must be mailed separately and may be submitted on either the official entry blank or on ordinary paper bearing your name and address.

(2) Entries will be judged by the Reuben H. Donnelley Corporation on the basis of accuracy of answers to (a) the number of different products the Flintkote Company makes and (b) the total shipping weight of all the products shown on the flatcar in this advertisement.

(3) In the event of a tie, tied contestants will be asked to complete the following statement in twenty-five words or less: "The Flintkote line of products is a good line because . . .". Ties will be broken by judging these statements on originality of thought, logic, clarity and conciseness of expression. In the event of a final tie, duplicate prizes will be awarded. The decision of the judges is final.

(4) This contest is open to all dealers, distributors, builders, specifiers and architects in the continental United States and Canada, except employees (and their immediate families) of The Flintkote Company, its affiliates and their advertising agencies.

(5) This contest is subject to all Federal, state and local laws, ordinances and regulations, and is not open to contestants in any area where state or local laws, ordinances or regulations render participation illegal.

(6) All entries, contents and ideas therein become the property of the Flintkote Company to be used as it sees fit.

(7) Winners will be notified personally or by mail about six weeks after the close of the contest. Names of the winners will be available about 60 days after the close of the contest to those sending stamped, self-addressed envelopes to FLINTKOTE CARLOAD CONTEST, Box 7A, Mount Vernon 10, New York.

OFFICIAL ENTRY BLANK FLINTKOTE CARLOAD CONTEST

The number of building products made by the Flintkote Company is

The total shipping weight of the products shown on the flatcar is Pounds, Ounces.

Mail to:

FLINTKOTE CARLOAD CONTEST,
Box 7A, Mount Vernon 10, N. Y.

NAME _____
COMPANY _____
BUSINESS ADDRESS _____
CITY _____
ZONE _____ STATE _____



Stanger

Haugh

The Ruberoid Co. . . . RHYS L. STANGER, sales manager of the St. Louis, Mo., district of this producer of building materials, has been appointed manager of asphalt and asbestos products sales. CHARLES L. HAUGH, assistant sales manager of the New York sales district, has been made sales manager at St. Louis. GEORGE J. GARTHWAITHE succeeds Haugh in New York. Haugh joined Ruberoid in 1955. He became assistant sales manager in New York in 1956. Stanger joined the company as a sales representative in 1950. He became sales manager in St. Louis in 1956.

West Coast Lumbermen's Assn. . . . A. A. ZANDER has been named advertising and promotion manager of this Portland, Ore., organization. A 10-year veteran with the association, Zander helped develop the utility farm building sponsored by WCLA and Michigan State University.

Celotex Corp. . . . AUGUST A. F. SCHMIDT has been named assistant merchandising manager of gypsum products for this Chicago building products manufacturer. Prior to joining Celotex, Schmidt was sales manager for Lockport (N. Y.) Mills.



Schmidt

Alvord

Stanley Building Specialties Co. . . . CHARLES B. ALVORD has been appointed vice-president and gen-

eral manager of this North Miami, Fla., subsidiary of the Stanley Works of New Britain, Conn. He succeeds Winston W. Peterson, who has been transferred to the main office of Stanley Tools. Alvord comes to Stanley from the U. S. Gypsum Co., after an association with that company for 18 years.

The Celotex Corp. . . . New assistant sales manager for Celotex in the St. Louis district is MERCER L. TREANOR. He had been a sales representative in the Atlanta, Ga., sales district since he joined the company in 1954.

Weyerhaeuser Sales Co. . . . New manager of the advertising-trade promotion division of this national distributor of lumber, plywood, and related building materials is CARROLL K. O'ROURKE of Portland, Ore., former account executive with the advertising firm of Cole & Weber. O'Rourke is recognized in advertising and the lumber industry for his important part in creating and executing the "West Coast Woods" advertising and trade promotion program of the West Coast Lumbermen's Assn.



O'Rourke

Holmes

Curtis Companies, Inc. . . . ROBERT A. HOLMES has been appointed advertising and sales promotion manager for Curtis woodwork and Fashionwood kitchens. He was formerly advertising and sales promotion manager, industrial products, of S. C. Johnson & Son, Inc., Racine, Wis.

American Hardware Corp. . . . CLARENCE H. KING JR. has been appointed assistant sales manager of the P. & F. Corbin Division of this New Britain, Conn. manufacturer. A graduate of Yale, King has traveled extensively in Corbin's Southeastern and Southwestern territories since undergoing a training program at the Corbin home office and factory.

Caldwell Manufacturing Co. . . . F. DEAN LOWELL has been appointed sales manager of this Rochester, N. Y., manufacturer of sash balances. Lowell was formerly general sales manager for Rochester Products Division of General Motors, and later an independent manufacturers' representative. He is a graduate of Hanover College, Ind.



Lowell

Lair

Chambers Manufacturing Corp. . . . New general manager for this Oxford, Miss., manufacturer of kitchen appliances is CHARLES R. LAIR. He joined Chambers after 17 years with Avco Manufacturing Corp., American Kitchen Division, where he served as assistant to the works manager and assistant general plant superintendent.

Marquette Cement Manufacturing Co. . . . Newly-appointed sales manager for the Nashville, Tenn., division of this Chicago cement producer is A. B. WARD. He has been a Marquette sales representative in Tennessee for the past 17 years.

Pittsburgh Plate Glass Co. . . . Newly-appointed general manager of plate glass manufacturing plants is ROBERT M. HAINSFURTH. Manager of Pittsburgh Plate's Cumberland, Md., plate glass plant since 1956, Hainsfurther has been succeeded there by JOHN B. WHITE. New manager of the Crystal City, Mo., plant is MERLE M. EAKINS, former assistant manager. He succeeds ROBERT M. CONLEY, who has retired after 39 years of service.

Flintkote Co. . . . EDWARD W. DOUGLASS has been named general sales manager of Flintkote's Insulrock Division. Douglass was formerly associated with the Tectum Corp. as director of marketing. Before that he was assistant sales manager, building products, for the Ingersol Division of Borg-Warner Corp.



We back our dealers with a

90 YEAR

Warranty of Worth

behind

PALCO

Architectural Quality REDWOOD

Every piece of PALCO Architectural REDWOOD bears the 90 year mark of highest merit — the unqualified *Warranty of Worth* to all who sell, buy, and apply the finest in flawless perfection. *For the foremost in quality...*

Better Buy PALCO — there's no better buy than the best. 901



THE PACIFIC LUMBER COMPANY

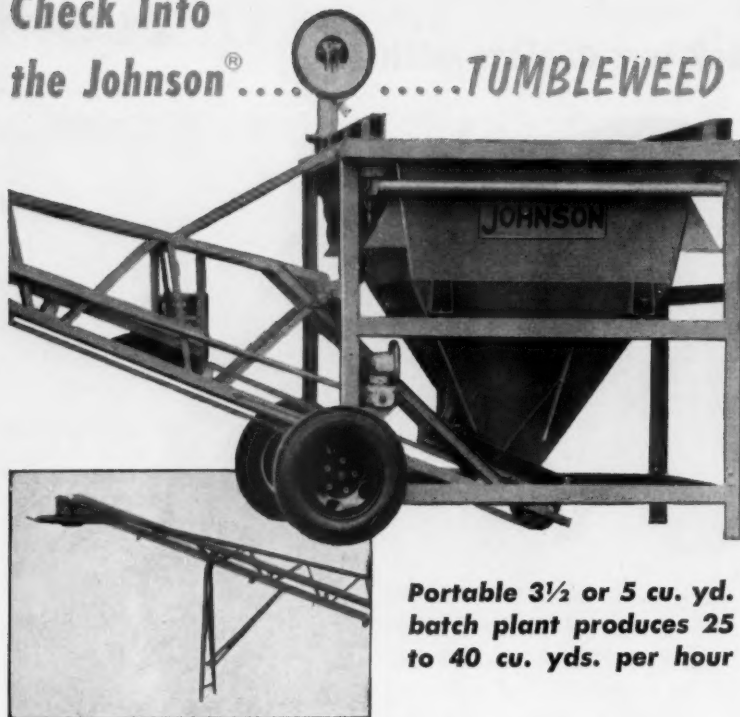
Since 1869 • Mills at Scotia, California

100 BUSH ST., SAN FRANCISCO 4 • 35 E. WACKER DRIVE, CHICAGO 1
2185 HUNTINGTON DRIVE, SAN MARINO 9, CALIF.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



Check Into the Johnson®TUMBLEWEED



**Portable 3½ or 5 cu. yd.
batch plant produces 25
to 40 cu. yds. per hour**

Looking for a low-cost start in the commercial ready-mix field? Or, perhaps you want to test a new market area . . . or set up a "sub-station" along outer perimeter of your present plant work-radius, to reduce transit-mix truck haul distance. Johnson TUMBLEWEED offers you that low-cost opportunity! It's a complete, self-contained batch plant *on wheels*. The batcher unit is mounted in sturdy, all-welded frame with built-in axle and towing assembly. The conveyor boom is bolt-connected to batcher frame for towing intact — or it can be removed for truck or rail shipment.

Handy 3-side charging

3½-cu. yd. TUMBLEWEED can be increased to 5 cu. yd. capacity by adding hopper extension panels in the field. The big steel hopper is accessible from 3 sides for conven-

ient charging by front-end loader, and — the easy-reading, 24" diameter, cumulative weighing dial rotates for full visibility in *all* directions. (20,000-lb. dial scale is standard equipment.) Conveyor is available with 24" belt — electric or gasoline-powered. Discharge height is 11 feet for loading transit-mix trucks.

Optional accessories include: a built-in water meter with 1½" piping • bag hopper • portable bulk cement silo on wheels • steel conveyor belt cover. Want all the facts? Call your Johnson distributor about the new TUMBLEWEED *today*.

**Makes a low-cost
main plant
or "sub-station"**

Mail to: C. S. JOHNSON COMPANY, Champaign, Ill.

Send us: ☐ specs. ☐ price information on the TUMBLEWEED

NAME _____ TITLE _____

COMPANY _____

STREET _____

CITY, STATE _____



C. S. JOHNSON CO. CHAMPAIGN, ILLINOIS
STOCKTON, CALIFORNIA
A SUBSIDIARY OF KOENIG COMPANY

Yale & Towne Manufacturing Co.

. . . H. KNOX BRYSON has been appointed manager of the Washington, D. C., lock and hardware sales office. He has served as builders' hardware consultant in the preparation of hardware specifications for various government buildings and with a number of government agencies.



Bryson



Funkhouser

The Ruberoid Co. . . . Newly elected vice-president of this top producer of asphalt, asbestos, and gypsum building materials is RICHARD N. FUNKHOUSER. He had been a vice-president and assistant treasurer of the Funkhouser Co. — producer of roofing granules, inert chemical fillers, and high-purity mica — which Ruberoid acquired in 1958. In his new capacity, he will be general manager of the newly formed Funkhouser Mills, Division of the Ruberoid Co.

Masonite Corp. . . . RAYMOND S. CHASE has been appointed manager, advertising and sales promotion. Since March he had been manager of sales promotion. A graduate of Washington State College, Chase joined Masonite in 1949 as a dealer salesman. He was promoted to assistant manager of the sales engineering department in 1954, and became manager in 1956.

E. L. Bruce Co. . . . Newly appointed manager of the hardwood flooring sales division, Memphis, Tenn., is A. W. CROWE. He succeeds BEN A. VAUGHAN, who plans to enter the commission lumber business. An 18-year veteran with Bruce, Crowe has been district sales manager in Iowa for the past seven years. He is a past-president of Iowa Hoo-Hoo Club No. 102.

California Redwood Assn.

. . . HOWARD A. LIBBEY has been elected president of this trade association representing the major producers of redwood lumber in northern California. Libbey is president and general manager of the Arcata Redwood Co., which he organized in 1939. He is also general manager of Hill-Davis Co., Ltd.

NOW! GEORGIA-PACIFIC IS FIRST TO PACKAGE



REDWOOD

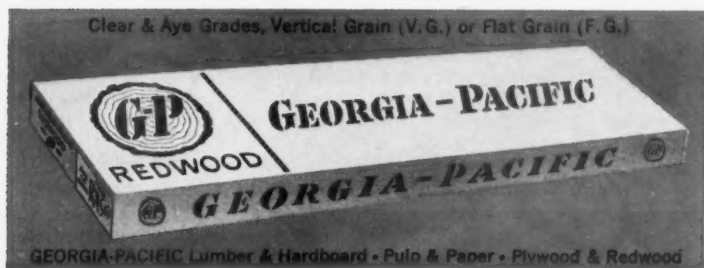
PANELING, PATTERN, AND FINISH LUMBER

G-P was first to give Redwood Bevel Siding package protection! Now it does the same for other Redwood Uppers.

Heavy-duty plasticized packaging keeps this superb lumber mill-fresh—clean, unmarked, dry! Packaging is flexible enough for long lumber,

holds even when loads are dumped! Cuts damage loss, speeds inventory and customer service.

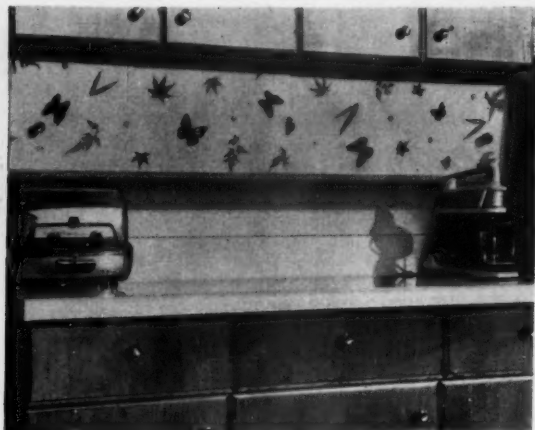
Easy-to-handle packages open for one-piece removal. Wide range of sizes and lengths helps move this new line fast! Call your local G-P distributor, or write us today!



Georgia-Pacific, Dept. 585-359, Equitable Bldg., Portland, Oregon. Send information on Packaged Redwood Lumber.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

WHAT'S NEW in Building Trends



Panels Offer Decorative Touch

Alsynite flat decorative panels, imbedded with natural foliage, lend a decorator touch to modern kitchens, shower doors, and tub enclosures.

The shatterproof, fiberglass panels, available in two weights and three different designs, utilize mountain fern, maple leaves, grasses, and real butterflies in striking shades and colors.



Pipe Structure Saves Storage Space

Use of a pipe structure instead of a timber structure, saved a lumber dealer 2' in the height of racks in his plywood warehouse.

The racks were assembled with Nu-Rail slip-on fittings made by the Hollaender Manufacturing Co. of Cincinnati. They needed no welding or pipe-threading, and pipe cutting was reduced to a minimum. This resulted in a saving of 80 per cent in labor.

The Nu-Rail fittings come in sizes from $\frac{3}{4}$ " to 2". Cast from aluminum-magnesium alloy, they can be used indoors or outdoors with I.P.S. standard pipes.



Bookcase Wall Utilizes Small Windows

This unique bookcase, a tribute to an imaginative designer, not only houses hundreds of books, but converts what would have been two inadequate windows into attractive nooks. The windows were recessed the depth of the bookcase and framed. Translucent glass was installed at outside wall line. Bookcase wall and frames were built of Douglas fir.



Window Unit Pre-Installed in Wall

A new window unit of ponderosa pine comes from the factory with part of the house wall added to it.

Available for new homes and remodeling jobs, the unit fits all types of frame construction. It reportedly results in faster, lower-cost construction for builders and home-owners alike.

As the photograph shows, the unit (light-colored portion) fills a complete section of the wall. This is said to eliminate two-thirds of the steps involved in framing a conventional rough opening and installing a window.

The simplicity of the unit makes it ideal for the do-it-yourselfer who is building or remodeling his own house.

The unit's components are machined and assembled with factory precision.

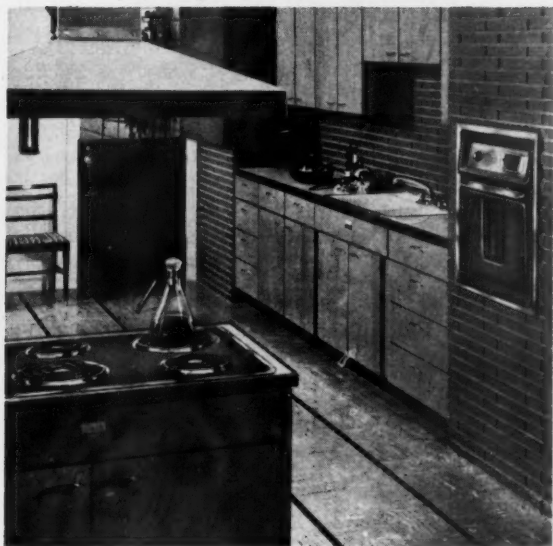
FOR \$10,000 HOMES



\$14,000 HOMES



\$18,000 HOMES



AND HOMES OVER \$20,000



Suburban BUILT-IN RANGES

GAS OR ELECTRIC—BEST VALUE AT EVERY PRICE LEVEL

Regardless of the price home, you can include the sales power of Suburban and offer prospects all 36 of the features most women want in a built-in range. Here's real quality at a price you can't beat! *Plus*—models available in both *gas and electric* to fit same size cabinet opening — *interchangeable*. Get your value-packed price from your local distributor. Send coupon today!

Free Color Literature!

Samuel Stamping and Enameling Company
Dept. SBS-39 — Chattanooga, Tennessee
Send me complete information and prices on
Suburban Built-in Ranges ☐ Gas ☐ Electric

Name _____

Address _____

City _____ State _____



DEALER NEWS

ALABAMA

MONTGOMERY: Mitchell C. Bowman was installed president of the Montgomery Lumberman's Club at a regular meeting recently. Other officers included Rudolph Russell, vice-president; Frank E. Ardrey Jr., treasurer; and N. D. Sappenfield Jr., secretary.

ARKANSAS

BATESVILLE: Ernest Jones, owner of Jones Building and Supply Co. here, has purchased the Jeffrey Lumber Co. Jones said his company would be moved to the Jeffrey site in February.

TEXARKANA: Horace C. Cabe, president and general manager of the Gurdon Lumber Co., has been elected to the board of directors of the Texarkana National Bank.

LITTLE ROCK: Waldo E. Tiller, president of the Tiller Tie & Lumber Co., has been re-appointed to the board of directors of the Little Rock Federal Reserve Bank for a three-year term.

FLORIDA

PINELLAS PARK: A three-day open house celebrated completion and opening of the modernized show room of the Pinellas Park Builders Supply Co., complete with hardware, tools, cabinets, and appliances. Henry Boswell and Lloyd Martin are owners of the firm.

LOUISIANA

NEW ORLEANS: Newly elected officers of the Retail Lumber Dealers Assn. of New Orleans are Louis K. Good Jr., president; Hubert Walker, first vice-president; Thomas Moise, second vice-president; and Kenneth Bratten, secretary.

CHARTERS OF INCORPORATION: Capitol Building Specialties, Inc., New Orleans, building supplies and materials, \$10,000; Builders Wholesale Inc., Shreveport, wholesale building materials, \$52,000; Johnson Hardwood Lumber Co., Inc., Baton Rouge, lumber, \$100,000; Tom Milliken, Inc., New Orleans, building materials; C. Thad Montgomery & Sons, Inc., Lafayette, lumber and building materials, \$200,000; W. P. Curry Lumber Co., Inc., Jefferson Parish, lumber, \$25,000; Mansfield De Soto Plumbing and Building Supplies, Mansfield, plumb-

ing and building supplies, \$50,000; Arnold Lumber & Supply Co., Inc., Shreveport, \$50,000; Builders Wholesale, Inc., Shreveport, \$52,000; Pelican Lumber & Supply Co., Inc., Shreveport, general retail and wholesale, \$250,000; L. J. Boudreaux Building Supplies, Inc., Port Sulphur, lumber and building materials; Paulkraft Building Materials, Inc., New Orleans, \$1,000; Shapley Lumber Co., Inc., Greenville, \$100,000; Held-Bailey Building Materials Co., Inc., Lexington, \$175,000; S & W Lumber Co., Inc., Natchitoches, lumber, \$10,000; Golden Lumber Co., Inc., Lafayette, \$200,000; and Frank Brigtsen, Inc., New Orleans, building materials.

MISSOURI

SPRINGFIELD: Queen City Wood Works and Lumber Co. will begin construction of a modern plant early this year, with occupancy planned about mid-May, according to Vice-President Bill Shockley. The new plant will be equipped with completely automatic equipment for unloading of lumber from a spur track directly into a warehouse. A super-market-type store operation will be conducted in the new building, to occupy about half of a 12-acre site.

NORTH CAROLINA

CHARTERS OF INCORPORATION: Tar Heel Sash and Door Co., Charlotte, general lumber business, \$100,000, by R. D. Elrod, Bruce Gebhardt, and Mildred Reid, all of Charlotte; Yancey Builders Supply, Burnsville, building supplies, \$100,000, by George W. Roberts, Ivan M. Peterson, J. Olen Shepard, all of Burnsville.

OKLAHOMA

TULSA: W. W. Richardson, president of the Spartan Lumber and Hardware Co., has been elected president of the Tulsa Lumberman's Assn. He succeeds F. H. Geiler. Other officers are Jack Thomas, vice-president; K. K. Clements, treasurer; and C. E. Marshall, secretary and manager. Directors of the organization for 1959 are Clements, Ira Crews Sr., E. W. Dixon, Geiler, Budd Montgomery, Richardson, J. Ray Smith, Thomas, and Allen May.

TULSA: Fire swept two large buildings of the Hanna Lumber Co. here, causing an estimated loss of more than \$200,000. Officials believe

the blaze started in the saw shed which was destroyed, along with the main structure and three trucks, one loaded with lumber. The main building contained molding and finished lumber such as redwood, mahogany, and dimensional lumber. Much of the kiln-dried lumber in the yard was ruined by flames and water, according to Andy Latch, executive vice-president of Hanna.

CHARTER OF INCORPORATION: Roy Perkins Lumber & Hardware Co., Inc., Pauls Valley, \$100,000 by Roy Perkins of Pauls Valley, Sam A. Chapman of Lawton, and L. E. Warren of Pauls Valley.

SOUTH CAROLINA

COLUMBIA: Fire broke out in the kiln of the B. and W. Lumberyard here, causing an estimated damage of \$23,000. Officials of the yard put the loss at \$3,000 worth of lumber and the rest in the value of the kiln.

PENDLETON: Flames of undetermined origin destroyed the Pendleton Lumber Co. here, causing an estimated damage of \$20,000. A 35' x 100' building was destroyed, containing over \$5,000 worth of building materials and over \$4,000 worth of office and workshop equipment. The building was valued at over \$7,000. J. M. Slaton, secretary-treasurer of the firm, said the loss was partly covered by \$10,000 worth of insurance. Paul Slaton is vice-president of the firm; J. A. Roper of Easley is president.

TENNESSEE

CHATTANOOGA: A two-alarm blaze destroyed thousands of feet of wood, three trucks, and several buildings at the Polk Bros. Lumber Co. here. L. E. Boone, owner of the company, estimated damages at \$75,000.

MEMPHIS: The Jordan Lumber Co. is concentrating all of its retail activities at 1129 Florida. A Jordan Lumber Co. yard at Frayser is being closed. Herbert P. Jordan, president of the firm, said the Frayser yard was being closed so that capital tied up there could be used in expanding the wholesale operations of the Jordan Sales Co.

TEXAS

HOUSTON: A. L. Hilsher, president of Hilsher Home Supply Co., and L. W. Helms, president of Helms Lumber and Building Co. were elected directors of Heights Savings and Loan Assn. at its annual meeting.

CORPUS CHRISTI: A. G. Engeling of Orange Grove was elected president of the Coastal Bend Retail

BILT-WELL'S National Advertising

HELPS CREATE EXTRA BUSINESS FOR YOU!



EXTRA BUSINESS

From Homeowners and New Home Prospects!

These ads running regularly in Better Homes & Gardens, House Beautiful, Living for Young Homemakers and other consumer magazines urge people to buy a new home or to remodel their existing home.

**Display, Promote and Sell
BILT - WELL
For More Profits in '59**

EXTRA BUSINESS

From Builders and Architects

Ads like these running in the builders' and architects' trade magazines direct them to your place of business for BILT-WELL windows and cabinets.

Write for complete information on the 1959 ICBM Program for BILT-WELL dealers.

BILT-WELL Woodwork

Manufactured since 1866 by

CARADCO, INC.

(formerly Carr, Adams & Collier Company)

Dubuque, Iowa

AVAILABLE IN THESE STATES FROM THE FOLLOWING DISTRIBUTORS:

ALABAMA
McPhillips Mfg. Co.
Foot of Lawrence St.
Mobile 2, Alabama

ARKANSAS
Carr-Adams Mfg. Co.
104 North Culberhouse
Jonesboro, Arkansas

DELAWARE
Delmarva Sash & Door
of Md., Inc.
Barclay, Maryland

DISTRICT OF COLUMBIA
Kern Distributing Co.
2640 Ninth St., N.E.
Washington 18, D.C.

FLORIDA
Florida Wholesalers, Inc.
1504 Jessie St.
Jacksonville, Florida

GEORGIA
Binswanger & Co., Inc.
951-961 Fifth St., Macon, Georgia
Neal-Blum Company
50th & Montgomery Sts.
Savannah, Georgia
Willingham Sash & Door Co.
461 Third St., Macon, Georgia

KANSAS
Shawnee Lumber Co., Inc.
1815 Kansas Ave., Topeka, Kansas

R. L. Sweet Lumber Co.
4400 Roe Blvd.
Kansas City 3, Kansas

Wichita Building Mat. Co., Inc.
414 So. Commerce St.
Wichita, Kansas

Pacific Mutual Door Co.
1525 West 31st St.
Kansas City, Mo.

KENTUCKY
Byron Sash & Door Co.
1519 South Brock St.
Louisville 8, Kentucky
Combs Lumber Co., Inc.
P.O. Box 359
Lexington, Kentucky

LOUISIANA
Davidson Sash & Door Co.
P.O. Box 627, Alexandria, La.
P.O. Box 227
Lafayette, Louisiana
P.O. Box 867
Lake Charles, Louisiana
Tulane
Hardwood Lumber Co., Inc.
4200 Tulane Ave.
New Orleans, Louisiana
United Sash & Door Co.
P.O. Box 961—2156 Sorrell Ave.
Baton Rouge, Louisiana

MARYLAND
Delmarva Sash & Door Co.
Barclay, Maryland
The Sanders Company
1021 N. Montford Ave.
Baltimore 5, Maryland

MISSISSIPPI
Jackson Sash & Door Co.
4100 Northview Drive
Jackson, Mississippi

MISSOURI
Carr-Adams Mfg. Co.
134 Branch St.
St. Louis 7, Missouri
Pacific Mutual Door Co.
1525 W. 31st St.
Kansas City 8, Missouri

Southwestern Sash & Door Co.
Corner B & Maiden Lane
Joplin, Missouri

NORTH CAROLINA
Binswanger & Co., Inc.
500 Blount St.
Fayetteville, North Carolina
P.O. Box 1680
Greensboro, North Carolina
Miller Millwork Corp.
P.O. Box 3364
Charlotte, North Carolina

OKLAHOMA
L. C. Morgan Sash & Door Co.
114 F Avenue
Lawton, Oklahoma
Reints Sash & Door Co.
P.O. Box 672
Oklahoma City 1, Oklahoma
T. H. Rogers Lumber Co.
McAlester, Oklahoma

SOUTH CAROLINA
Binswanger & Co., Inc.
1800 Laurel St.
Columbia, South Carolina
219 Evans St.
Florence, South Carolina
723 Keith Drive
Greenville, South Carolina

TENNESSEE
Tennessee Bldg. Products, Inc.
621 Murfreesboro Road
P.O. Box 7166
Nashville 10, Tennessee
Warren Brothers Co.
P.O. Box 1101, Nashville 4, Tenn.

TEXAS
Davidson Sash & Door Co.
P.O. Box 982, Austin 4, Texas
Houston Sash & Door Co.
801 McKee St., Houston 1, Texas

Southmost Sash & Door Co.
P.O. Box 1166, Harlingen, Texas

Stevens Sash & Door Co.
P.O. Box 370
Corpus Christi, Texas
P.O. Box 1898
San Antonio 6, Texas

Stevens Sash & Door Co.
of Midland
P.O. Box 1531, Midland, Texas

Sweetwater Sash & Door Co.
Sweetwater, Texas

VIRGINIA
Binswanger & Co., Inc.
P.O. Box 1539
Richmond 12, Virginia
Binswanger & Co.
of Roanoke, Inc.
1521 Cleveland Ave., S.W.
Roanoke, Virginia
Building Supplies Corp.
P.O. Box 477
Norfolk 1, Virginia
Roanoke Sash & Door Co.
P.O. Box 896—1212 3rd St., S.E.
Roanoke, Virginia

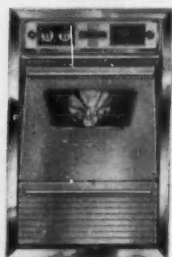
WEST VIRGINIA
Roanoke Sash & Door Co.
P.O. Box 896—1212 3rd St., S.E.
Roanoke, Virginia



IF YOUR ELECTRIC BUILT-IN LINE DOESN'T HAVE A POPULAR PRICED DOUBLE OVEN MODEL THEN

Investigate

THE NEW
Modern Maid
ELECTRIC OVENS



With the large 18 in. upper oven

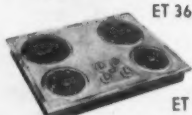
... and the economy size 16 in. lower oven

MODERN MAID is also the only line with a complete assortment of Super-Thin Range Tops that allow drawer space underneath and are completely interchangeable with the MODERN MAID GAS BUILT-INS.

36" range top with griddle



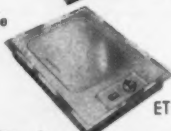
30" four-unit range top



16" two-unit range top



Matching griddle model, only 16" wide



Call or Write today for specifications and descriptive literature



TENNESSEE STOVE WORKS
CHATTANOOGA 1, TENNESSEE

In Canada
Superior Electric Ltd.
Pembroke, Ontario

Lumber Dealers Assn. Other officers named are Floyd Burt of Corpus Christi, vice-president; Willard King of Refugio, secretary, and Eddie Raasch of Corpus Christi, treasurer. New members named to the board of directors are Jim Parr, Jim Bradford, Tom Mathews, and C. B. Smith, all of Corpus Christi.

PETTUS: The Matthew Lumber Co. has sold its entire interest to Kaffie Lumber and Bulk Barites Inc., of Corpus Christi. The Kaffie Lumber Co. built the original yard here, which was purchased by the Matthew Lumber Co. 20 years ago. J. M. Mathew, manager and operator of the yard here, retired in February. No change in local personnel is expected.

PORT LAVACA: Gene C. Traylor has resigned as manager of the Anchor Lumber Yard in Victoria. He will devote his time to management and operation of the Traylor Lumber Co. at Point Comfort, and to ranching interests in Calhoun and Jackson counties. He had been associated with the Anchor yard for eight years.

CHARTER OF INCORPORATION: C. L. Sherman and Son Lumber Dealers, Inc., Beaumont, by C. L. Sherman Sr., Wayne D. Sherman and C. L. Sherman Jr.

VIRGINIA

RICHMOND: The Plywood Center has moved to its new building at 1727 Arlington Road. The new building has more space, more stock and eight more facilities.

OBITUARIES

CLARENCE A. STEPHENS, 71. Owner of the Pierce Sequin Lumber Co., Fulton, Ky., for the past 25 years.

WILLIE LORMAND, 44. Owner and operator of the Lormand Lumber Co., Scott, La.

H. J. M. JORGENSEN JR., 55. President for 25 years of Jorgensen-Bennett Manufacturing Co., Memphis, Tenn., member of the Memphis Lumbermen's Club, and president of the Memphis Hoo Hoo Club.

ROBERT RAY WILLIAMS, 67. Manager for 20 years of the Byhalia Lumber Co., Byhalia, Miss.

LLOYD W. MORGAN, 77. Owner and operator of the Morgan Lumber and Manufacturing Co., Selma, Ala., and officer of the Lumber Retail Credit Assn.

GANTT NICHOLSON SR., 70. Own-

er of the Nicholson Saw Mill and Lumber Yard, Opelousas, La.

RAYMOND R. ROBINSON, 69. Lumberman of West Point, La.

JOHN S. SMITH, 79. Operated a general store, sawmill and lumber business at Pleasant Valley, Ky., the past 36 years.

C. H. SANDUSKY, 83. Operator of a lumberyard and planing mill for 54 years, in Columbia, Ky.

IVAL L. GLEASON, 48. Manager of the Long-Bell Lumber Co., Oklahoma City, Okla.

JOE M. STEWART, 50. Owner and manager of the Stewart Lumber Co., Shreveport, La., and an active member of the Bossier-Shreveport Lumber Dealers Assn.

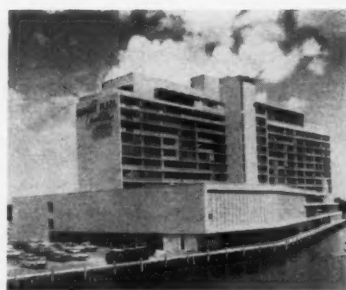
JOSEPH FRANK FERTITTA, 76. Owner of Fertitta Brothers Hardware and Building Materials Co., Leesville, La., for the past 50 years.

MARCUS ALAN BRANDJORD, 43. Manager of the Levy Lumber Co., North Little Rock, Ark.

RUPERT DEVASHER, 70. Owner and operator of a building supply firm in Glasgow, Ky., for 40 years, until he retired in 1955.

FHA Property Appraisals

Property appraisals are made by the Federal Housing Administration for the purpose of determining the mortgage amount that the FHA would be justified in insuring. The FHA appraisal is not a statement of what a property should sell for.



MIAMI'S INTENSE SUNLIGHT has proved no match for color-retentive, weather-resistant qualities inherent in the acrylic latex paint last year applied to the Florida city's DuPont Plaza Center on Biscayne Bay. Not the slightest wear is claimed to be evident in the original two-coat application of acrylic latex product, made by Crown Paint Co. from Rohm & Haas Co. acrylic emulsions.

Home of the International Bureau of Building Products, the 12-story building comprises a 256-room hotel, 70,000 sq. ft. office building, and 100,000 sq. ft. of exhibit space, where the nation's leading architectural and building products are displayed. It was completed last March.

ONLY "K&M" OFFERS A COMPLETE LINE OF ASBESTOS-CEMENT SHEETS

UTILITY · STRUCTURAL · DECORATIVE

Opens new sales opportunities for you in residential and commercial construction



A



B



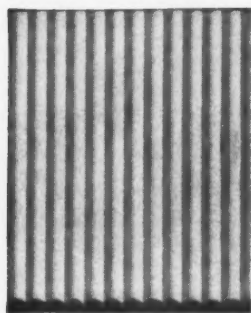
C

FLAT SHEETS

A—SHEETFLEXOS—for residential, commercial, and industrial interior use. For incombustible linings, panelings, and ceilings.

B—LINABESTOS—for interior and exterior use in plants, farm buildings, homes, garages, and stores.

C—"K&M" APAC BOARD—for long-lasting protection at low cost. Ideal for exterior use in industrial and farm building applications.



A



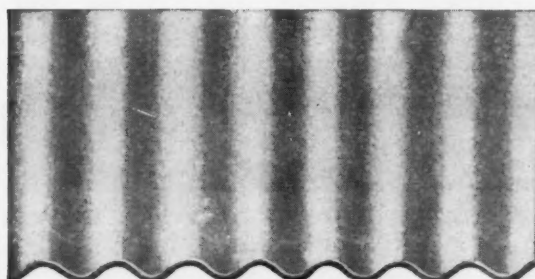
B

DECORATIVE PANELS

A—Ribbed—for interiors and small rooms. For dados, wainscoting, friezes, contrasting panels, and marginal strips.

B—Fluted—for indoor and outdoor use, alone or with plain sheets for contrast. For exterior facades, soffits, mullions, and friezes.

"K&M" Decorative Panels provide an unusual texture of light and shadow. Your customers can readily work and install these sheets. Secure them with non-corrosive fasteners or battens.



LIGHTWEIGHT CORRUGATED ASBESTOS

—for roofing and siding over wood-frame construction . . . shops, storage sheds, warehouses, etc.

LOW INITIAL COST

EASY TO WORK AND INSTALL

NO MAINTENANCE

WON'T RUST, ROT, OR CORRODE

FIRE AND WEATHER-RESISTANT

VERMIN-PROOF

NO PROTECTIVE PAINTING REQUIRED

HANDSOME STONE GRAY APPEARANCE

You can answer the needs in building materials of practically every prospect with the quality line of "K&M" Asbestos-Cement Sheets. In addition, you can sell him savings in application, initial costs, and maintenance costs. Plus a nationally-known brand name.

Write to us today for more information.



KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



A complete new line — ranging from strikingly designed knobs and equally striking interchangeable backplates to such functional items as a powerful new magnetic catch and a full array of surface and semi-concealed hinges. Complete range of finishes, too, with knobs and backplates available in tu-tone combinations. Modern, decorative design makes a perfect match for Dexter entrance and interior locksets. And, like Dexter locks, every piece installs quickly and easily — and meets the Dexter standard of quality craftsmanship.

*new
cabinet
hardware*

BY DEXTER

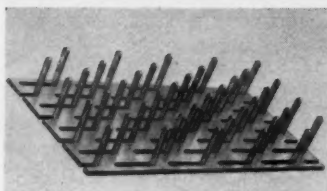
Write for new brochure to:

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

PRODUCT PARADE

NAIL CONNECTOR-PLATE



Gang-Nails — a metal connecting plate, which, in 20 seconds, reportedly transforms lumber into trusses — are introduced by Gang-Nails, Inc., Dept. SBS, 8410 Bird Road, Miami 55, Fla.

The truss-fabricating system centers around the Gang-Nail connecting plate, available in a variety of sizes for truss joints — whereby hand-nailing is eliminated, since the Gang-Nail is pressed into the wood by a hydraulic press.

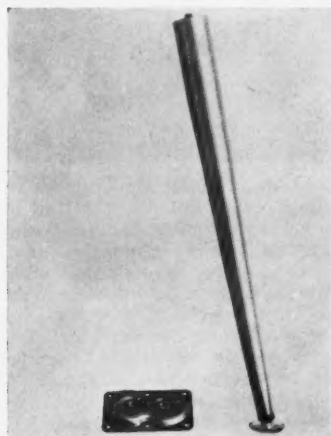
Method of truss fabrication is simplified to assembling component parts on steel or plywood jigs, and passing the loaded jigs through a mechanical or hydraulic press. Gang-Nail connector plates, on both sides of the joint, are stamped on simultaneously with each stroke of the press.

Write C1 on reply card, page 99.

STEEL FURNITURE LEGS

Three new sizes have been added to the line of brass-finished tapered table and furniture legs offered by Dennix Products Co., Dept. SBS, Flushing, N. Y. The new lengths are 3½", 9" and 18", which are in addition to previous lengths of 6", 11", 14", 16", 22", and 29".

Made of sturdy steel, the attachable units have a satin brass finish, electro-plated and lacquered for



protection of the soft sheen. The legs are ideal for do-it-yourself construction of tables, record players, bookcases, TV sets, chests, chairs, benches, and cabinets.

Resale packaged in sets of four, the legs come with the Dennix bracket, permitting installation at a slant or straight. Plastic self-leveling glides allow automatic adjustment in either position.

Write C2 on reply card, page 99.

SHOWER BATH ENCLOSURES

The Shower Magic line of 25 shower and bath tub enclosures is offered by Daryl Products Corp., Dept. SBS, 7240 N. E. 4th Avenue, Miami, Fla.



The line includes door by-pass units and neo-angle enclosures — all finished in new ano-brite, which reportedly combines advantages of polishing and anodizing.

Write C3 on reply card, page 99.

PLASTIC-CLAD SCREENING

A new Vinalume insect screening, which reportedly combines the wearing quality of aluminum with the corrosion protection of vinyl plastic, has been introduced by the New York Wire Cloth Co., Dept. SBS, 441 E. Market Street, York, Pa.

Vinyl cladding is applied to the aluminum core wire by a patented process before weaving, giving the screening unusual weather resistance.

Vinalume is also claimed to be easy to clean, and static electricity-free. Hence it retains maximum visibility and ventilation, even when exposed to smoky or smog-laden atmospheres.

The screening is also lightweight: a section 2' wide and 50' long weighs only five pounds.

Write C4 on reply card, page 99.

STRIATED ACOUSTIC TILE



Forestone woodfiber acoustical tile is now available with a striated surface from the Simpson Logging Co., Dept. SBS, 1030 White Building, Seattle, Wash.

Striated Forestone has a warm-white, flame-resistant finish. Repainting reportedly has no appreciable effect on high sound absorbency or fissured beauty.

The tile is available in 12" x 12" size and two thicknesses — 9/16" and ¾" — with beveled edges, kerfed and rabbeted. It can be cemented, nailed, or stapled for fast, economical installation.

Write C5 on reply card, page 99.

DECORATIVE CONCRETE

Solar Block is a recent addition to the cast concrete building products line offered by the Scott-Marshall Co., Dept. SBS, Box 68, Addison, Texas.

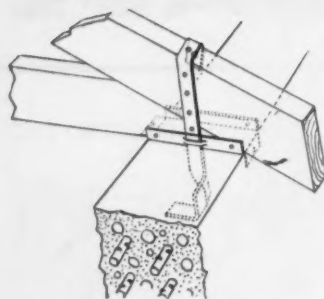


Available in two distinctive designs and ten decorator colors, Solar Block is modular-sized and available in thicknesses of 3¾" and 5¾".

Applicable to interior or exterior use, Solar Block is said to provide effective sun control, in addition to its aesthetic value. Completed installation-uses include patio walls, garden dividers, room separators, complete wall sections, interior decor, and fences.

Write C6 on reply card, page 99.

JOIST, TRUSS ANCHOR



With the Lock-Seat plate, manufactured by Metal Products, Inc., Dept. SBS, 2445 N.W. 76th Street, Miami, Fla., builders reportedly can speed truss erection, roof framing, and ceiling rafter work. The new anchor, it is claimed, eliminates beam plates, anchor bolts, and toe nailing.

The 18-gauge galvanized steel plate offers greater accuracy on truss placement and eliminates framing settlement and plaster cracks. The Lock-Seat plate is available in five sizes for lumber from 1 1/2" to 4 1/4" wide.

Write C7 on reply card, page 99.

ENTRANCE HANDLE SETS



Designed in a shield motif and constructed from cast bronze, brass, or aluminum, this low-cost entrance handle lockset has been introduced by Kwikset Division, American Hardware Corp., Dept. SBS, 516 East Santa Ana Street, Anaheim, Calif.

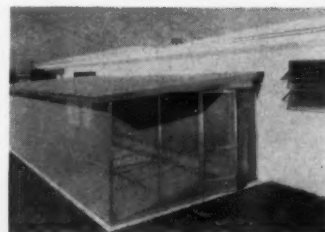
These entrance handle sets are said to be ideal as replacement locks when remodeling or modernizing an entryway. Their design makes the locksets appropriate for either modern or traditional homes.

They are available with "400" line Bel Air or Standard design interior knobs for matching Kwikset "400" line locksets throughout the house. The sets are easily installed with Kwikset installation tools in the same manner as all Kwikset "400" line locksets.

Write C8 on reply card, page 99.

SCREEN ENCLOSURE

An all-aluminum, weather-resistant screen enclosure is introduced by Panelfab Products, Inc., Dept. SBS, 2000 N.W. 146th Street, North Miami, Fla.



Sections of the Screen-O-Room are factory prefabricated and joined on the job with a patented interlocking connector which eliminates nuts, bolts, and screws in section assembly.

Screen-O-Room sections are available in a variety of modular sizes to enclose any desired area. Two roof styles are offered, or the roof may be screened also. A variety of colors is offered.

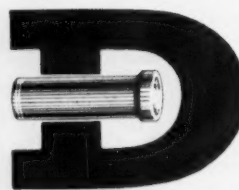
Write C9 on reply card, page 99.

Another good reason why it pays to be a **Dickey** Dealer



Over 2 million salesmen help you sell the Dickey Line...

Every month—twelve months a year—Dickey ads appear in 60 trade magazines read by plumbers, contractors, home-owners, architects, engineers—everyone who buys or specifies pipe for sewer or drain construction. Over 2 million "salesmen" blanket the Dickey sales area each month, explaining to your customers the advantages of using Dickey Vitri-fied Clay Products. This advertising and publicity program offers the most extensively promoted clay pipe in your area. And, it's a program designed to help you get your share of the profits.



Providing improved sanitation for better living

DICKEY sanitary salt-glazed clay pipe

W. S. DICKEY CLAY MFG. CO.

Birmingham, Ala. Chattanooga, Tenn. Kansas City, Mo. Meridian, Miss.
St. Louis, Mo. San Antonio, Tex. Texarkana, Tex.-Ark.

If it's made of clay it's good... if it's made by Dickey it's better

New...Natural Beauty!

BELLO

PRECAST TERRAZZO TILE

FOR LIFETIME USE AND LASTING SATISFACTION

The NEW decorative surfacing material made in the age-old Italian process . . . now in new pre-cast form for quicker mess free — no grinding installation, and simplified handling for greater economy.

Easily installed over cement, wood, etc.:

BELLO PRECAST TERRAZZO

is ideal and unique for both interior and exterior settings.

Here at last is the 'mess-less' terrazzo, architects, builders and contractors have sought.



FOR HOMES

PATIO DEN
LIVING ROOM
BATHROOMS

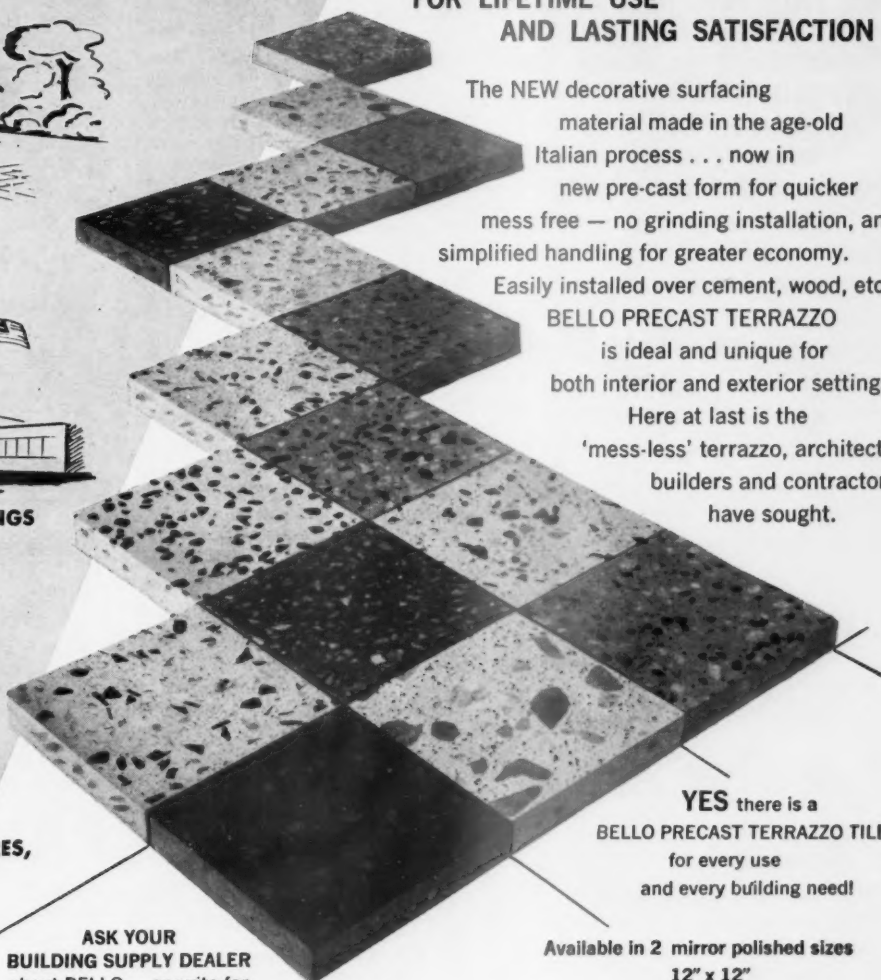


FOR PUBLIC BUILDINGS

HOSPITALS
SCHOOLS
HOTELS



FOR BANKS, THEATRES, CHURCHES



ASK YOUR
BUILDING SUPPLY DEALER
about BELLO — or write for
TRU-color brochure
and specification
sheets.

Several choice
distributorships are
currently available in
the Southwest and West.
Interested parties are
invited to investigate

YES there is a
BELLO PRECAST TERRAZZO TILE
for every use
and every building need!

Available in 2 mirror polished sizes
12" x 12"
16" x 16"
in 30 basic colors,
or to your specifications.

A product of Puerto Rico Marble Industries

THE **HAVES** CORPORATION 1105 Jericho Turnpike, New Hyde Park, N. Y.

Men who buy
lumber need
to know
which end
is up

Allison SPA

THIS IS THE END
THAT MORE AND MORE
LUMBER DEALERS
ARE TALKING ABOUT

WRITE OR CALL FOR
ALL THE FACTS ABOUT
ALLISON BRAND LUMBER

THE Allison

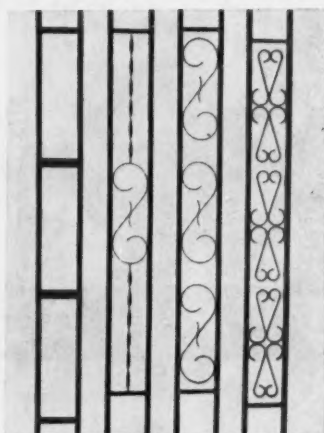


LUMBER COMPANY, Inc.

BELLAMY, ALABAMA

END BRANDED TO TELL YOU
IT'S MADE BY ALLISON

IRON PORCH COLUMNS



A new line of porch columns has been introduced by the Adjust-A-Rail Co., Dept. SBS, Lodi, Ohio.

The columns are all 8' high and 9 1/4" wide. They are load-tested and reportedly will carry up to 6,000 pounds in the flat style and 19,000 pounds in the corner style.

Frames are 1" square heavy-gauge tubing. The tubing has been phosphated and painted inside and out to eliminate rust. The columns are furnished complete with individual mounting sockets, which can be bolted to the column frames and the overhead structure.

Write C10 on reply card, page 99.

WALLBOARD RIG

The Verti-Roll — designed for easy, efficient, and economical moving of wallboard — has been introduced by Palmer Industries, Inc., Dept. SBS, 846 West 56th Street, Indianapolis, Ind.



Two men can load four sheets of wallboard on the Verti-Roll with no lifting. Top locking flange has tough rubber lining to hold wallboard package firmly under constant 70 pounds spring-pressure. Metal frame protects and prevents damage to wallboard. Large pneumatic wheels ride easily over obstructions and rough ground.

Ball thrust bearing insures easy steering. Wheels turn 180 degrees. Steering handles permit wallboard

to be pushed between studs in new house construction. Handles turn down, requiring clearance for entire rig of only 6".

Cadmium plating of cam-action assembly prevents rust. All exposed parts are baked enamel.

Write C11 on reply card, page 99.

NYLON DRAWER GUIDES

A line of nylon drawer guides and glides for smoother sliding all-type drawer operation has been announced by Hardware Designers, Inc., Dept. SBS, 1052 East Elizabeth Avenue, Linden, N. J.

The Nylslides "250" series has been designed to give true three-point glide and guide assembly for furniture, kitchen cabinet, and vanitory drawer operation.

Made of virgin DuPont nylon, Nylslides — used with wood rails — reportedly eliminate the usual trouble-spots of moving parts, which often break or wear out from constant use.

Write C12 on reply card, page 99.

FOLDING DOORS



Magna-Fold doors for easily installed use as room dividers and doors for every application are offered by the American Door Co., Inc., Dept. SBS, 318 East Colfax Avenue, South Bend 22, Ind.

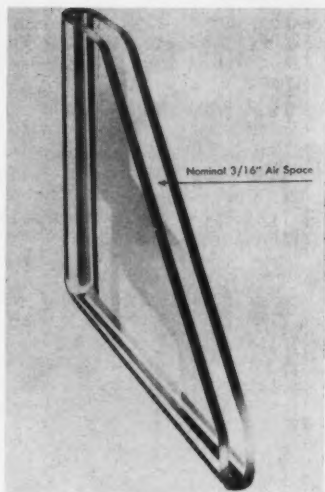
Fabricated of 14-gauge Masland Duran vinyl, Magna-Fold doors come in seven decorator colors, printed and embossed on both sides. Every door comes packed with all necessary screws and hardware for complete installation.

The permanent folds contain spring steel rods and slide on an extruded aluminum track and nylon runners.

Sales aids available for Magna-Fold include newspaper mats, layouts, copy suggestions, radio commercials, display racks, descriptive literature, and fabric swatches.

Write C13 on reply card, page 99.

GLASS INSULATION



Developed for glazing of large-volume, popular-type windows in both wood and metal sash, a new GlasSeal Thermopane is introduced by Libbey-Owens-Ford Glass Co., Dept. SBS, 608 Madison Avenue, Toledo 3, Ohio.

The new unit is comprised of DSA window glass and has an air space of 3/16" between the sheets. It is available in 65 standard sizes ranging from 14" to 38" in one direction, to 62" in the other, within a total area of 1440 square inches. Non-standard sizes are available on minimum orders of 500 units.

Write C14 on reply card, page 99.

CONCRETE FLOOR-HOPPER



According to Buck Equipment Corp., Dept. SBS, 720-X Anderson Ferry Road, Cincinnati 38, Ohio, concrete is handled more efficiently with its recently introduced floor-hopper. It has a 41 cubic-foot capacity, increasable to 61 cubic feet by adding a 20 cubic-foot riser atop the hopper.

Also available for the hopper is a fitted lip to give extra reach from the building and to permit use of the Buck poop-deck — a combination platform and self-dumping concrete bucket.

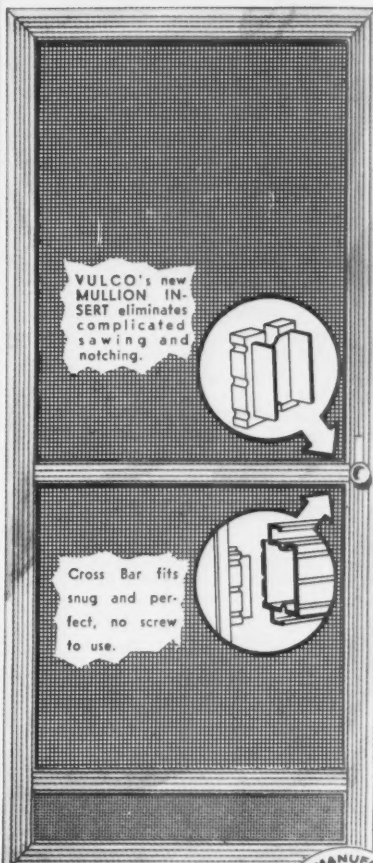
The 930-pound hopper is available with either a 33" or 41" deck-to-gate height. Over-all height is 8' or 8'8".

Write C15 on reply card, page 99.

NOW! a brand new profit-maker from Vulco

ALL NEW VULCO EXTRUDED ALUMINUM SCREEN DOOR

- ★ LOWER MATERIAL COST
- ★ MOST COMPETITIVE PRICE
- ★ LOWER LABOR COST
- ★ MOST PROFIT FOR YOU



VULCO's new MULLION INSERT eliminates complicated sawing and notching.

Cross Bar fits snug and perfect, no screw to use.

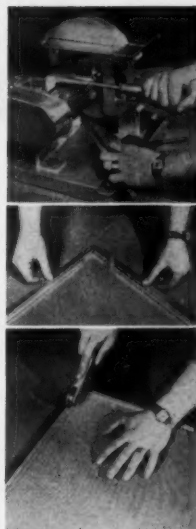
There's no other screen door on the market as easy to fabricate as the new VULCO Extruded model shown here. Full 1-inch thick for sturdiness, grooved for decorative beauty . . . with no screws showing . . . it's the Aluminum Screen Door of the year! Kick plate and cross bars simply fall into place with VULCO's new clip . . . there's no complicated notching for mullion and push bar. MAIL COUPON TODAY.

IT'S EASY TO FABRICATE SCREENS AND SCREEN DOORS the VULCO WAY

VULCO Electric Saw miterers channel correctly, easily and quickly—anyone can become expert after a few tries.

VULCO Aluminum Inserts are easily placed in position and presto! a super-strong corner.

With screen wire in position, roller locks wire in frame; add spline, and VULCO window screen or door is complete.

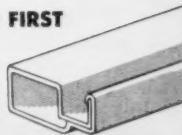


ANOTHER VULCO FIRST



A Leader in the Industry since 1945. Member: Screen Manufacturers Association, National Combination Storm Window and Door Institute.

Standard Box Frame with small .140 plastic spline groove. No. 702, Dimensions 7/16" x 3/4".



Vulcan

METAL PRODUCTS, Inc.

2801 6th Avenue, South, Birmingham, Ala.

NEVER your COMPETITOR

SALES OFFICES: Atlanta, Ga.; Birmingham, Ala.; Chicago, Ill.; Liberty, Mo.; Los Angeles, Calif.; Mountainside, N. J.; New Smyrna Beach, Fla.; New York City; Tyler, Tex.

To: Vulcan Metal Products, Inc. Dept. SBS

2801 6th Avenue, South, Birmingham, Alabama

Please send me complete information about VULCAN Quality Products and VULCAN Service. No obligation.

CHECK ITEMS OF PARTICULAR INTEREST TO YOU

SCREENS DOORS WINDOWS ENCLOSURES

NAME _____

ADDRESS _____

CITY _____ STATE _____

MAIL COUPON TODAY

HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "lifetime" products—

CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:

POSTS • POLES • PILING
LUMBER • CROSS ARMS • TIES

WOLMANIZED® DOUGLAS FIR LUMBER UNTREATED FABRICATED TRUSSES

629 W. Bldg.
Houston, Texas
209 Philidor Bldg.
Dallas, Texas
P. O. Box 192
DeRidder, La.

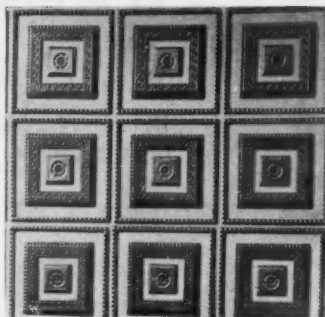
410 T&P Pass.
Station Bldg.
Ft. Worth, Texas
415 New Moore Bldg.
San Antonio, Texas
Leonhardt Bldg.
Okla. City, Okla.



There Is No Substitute
For The L-B Brand

INTERNATIONAL PAPER COMPANY
WOOD PRESERVING DIVISION
Kansas City, Mo. Longview, Wash

3-D VINYL PANELING



A three-dimensional concept in vinyl wall-covering, Venetian paneling, has been introduced by the Decro-Wall Corp., Dept. SBS, Yonkers, N. Y.

Called the "800 Series," panels are made of 100 per cent heavy-gauge virgin vinyl, highlighted by square borders and geometric proportions. The 2' x 4' panel contains eight major squares. Each unit has an inner geometric, framing a rosette-type accent.

The unit can be used for a wall-covering or can be cut and utilized as a border, column, cornice, or in individual squares for wall and door decoration. It is available in white, gold and white, or gold and black on white.

Write C16 on reply card, page 99.

KNEE-BAR STEPLADDER

Safety and support at knee level are main features of the Knee-Bar stepladder recently introduced by Howard B. Rich, Inc., Dept. SBS, Carrollton, Ky. This lightweight, all-aluminum stepladder is protected against tip-over, even during extreme shifts of weight, by an extra-wide spread of upright supports, and braces placed at points of stress.



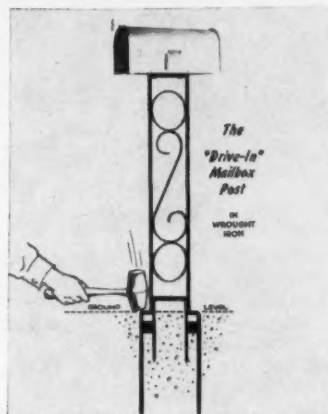
It comes in four-, five-, and six-foot heights, and folds for easy storage. Rubber-tipped feet, plus ribbed steps, provide sure footing and prevent skidding. An added fea-

ture permits roller-type trays to be hooked on to the front of the Knee-Bar.

Write C17 on reply card, page 99.

IRON MAILBOX POST

A drive-it-in mailbox post, reportedly eliminating necessity of hole-digging and concrete-setting, has been announced by Wolfcrest Products, Dept. SBS, Michigan City, Ind.



The frame is manufactured from 7/16" square steel and has two built-in anvils that permit driving the post into ground with hammer. The wrought-iron post is designed to harmonize with traditional or contemporary architecture and will hold large or small mailboxes. The post stands 42" above ground and is 8" wide. Total height is 62-in.

Write C18 on reply card, page 99.

ROOF INSULATING PANEL



An insulation material designed especially for use under built-up roofs has been introduced by the Dow Chemical Co., Dept. SBS, Midland, Mich.

Trademarked Roofmate, the product consists of expanded polystyrene boards wrapped in laminated kraft paper. The boards measure 2'x4' and come in thicknesses of 1", 1 1/4", 1 1/2", and 2", depending on the insulating value needed.

Roofmate is said to be waterproof, lightweight, non-toxic, non-irritating to touch, and is applied with conventional roofing techniques.

Write C19 on reply card, page 99.

REINFORCED PLASTIC

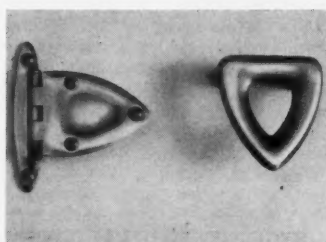
A clear plastic film, reinforced with permanently - bonded aluminum mesh, is available from Clark Wire & Supply Corp., Dept. SBS, 13131 Alameda Road, Houston 21, Texas.

Alum-A-Glass provides an inexpensive, lightweight, re-usable storm window and door insert material. Alum-A-Glass reportedly will not rot, crack, or age, and resists tearing because of the sturdy aluminum reinforcement.

Recommended as a winter closure for all types of construction and for protecting porches, breezeways, and patios, Alum-A-Glass comes in 150-foot rolls, 36" wide.

Write C20 on reply card, page 99.

CABINET HARDWARE



Shield style cabinet hardware in a bold, eye-catching design, is introduced by Hyer Hardware Manufacturing Co., Dept. SBS, Suite 218, 2832 E. Olympic Boulevard, Los Angeles 23, Calif.

Diversified patterns and finishes available meet any requirement in modern or Early American decor. The line includes matching hinges and knobs in both open- and closed-face design.

The Shield line is particularly recommended for cabinets with natural wood finishes.

Write C21 on reply card, page 99.

NEW-SIZE WIRING TROUGH

A 2½" x 2½" wiring trough has been added to its line of troughs and switches by the Wadsworth Electric Manufacturing Co., Inc., Dept. SBS, Covington, Ky.

The 2½" x 2½" is available in 1' to 5' lengths, along with fittings, such as end-caps, 90-degree internal elbow, "T" and "U" connectors.

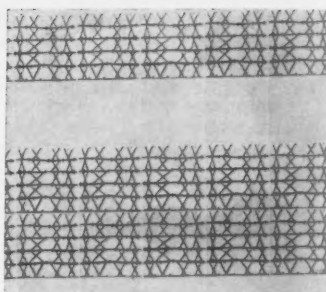
Each foot of trough has the same knockout arrangement — four ¼" and ¾" concentric knockouts, 3" on center, on the opposite sides of each other.

Covers have keyhole slots, so it is not necessary to remove screws to take off cover.

Troughs and fittings are finished in durable baked blue-gray enamel.

Write C22 on reply card, page 99.

DECORATIVE TILE DESIGN



An Oriental tile design called Fishnet has been added to the Distinguished Designer series of the Pomona Tile Manufacturing Co., Dept. SBS, 629 North LaBrea Avenue, Los Angeles 37, Calif.

Designed by water colorist Dong Kingman, the tile features brown netting, tied at intervals with knots of red and blue and providing a versatile and interesting color pattern.

Fishnet is available in 4¼" x 4¼" modules, satin or Perma-Glaze finishes.

Write C23 on reply card, page 99.

Versa - AND ONLY - Versa

GIVES YOU THE P's and MA's

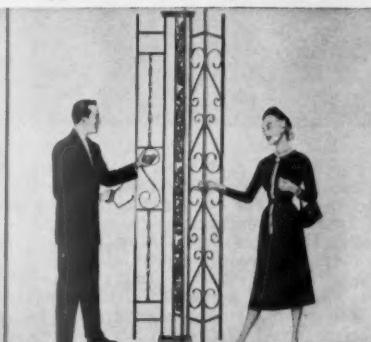
that assure you a whopping share of '59's biggest ever Home Improvement Sales



Versa Traditional

WROUGHT IRON Railings

Above display FREE with initial order



Versa Traditional

WROUGHT IRON Columns

Above display FREE with initial order

*THE PRODUCT

A standout in beauty, utility, rigidity and ease of assembly—at savings of ½ to ⅓. The ONLY extra heavy duty wrought iron railing sections completely adjustable to any angle.

Just 3 parts needed for a basic installation, pre-packaged for easy selling. Convenient 4 and 6 ft. lengths — easily sawed to fit on the job.

**MERCHANDISING AIDS

The illustrations above show eye-catching, interest-arousing displays of Versa Railing and Versa Columns which are free with your initial order. They are proving very busy silent salesmen in speeding up home improvement impulse sales. Versa also offers unique sales and planning charts, display cards, "help yourself" literature dispensers, advertising mats, etc.—everything needed to help you do a whopping big 1959 home improvement business on Railings and Columns.

VERSAPRODUCTS CO., Lodi 24, Ohio

*THE PRODUCT

The ONLY heavy duty, completely adjustable wrought iron columns — longer life, more impressive appearance. Greater structural capacity to support porch roofs, carports, canopies, patio covers, etc.

Choice selection of designs to complement any architectural style, any type installation.

Engineered for fast, easy outside or inside installations, including room dividers, rec. rooms, offices or stores.

RUSH THIS FOR FULL DETAILS

VERSAPRODUCTS CO., Lodi 24, Ohio

Please send full details of your Versa Railing and Columns 1959 home improvement sales program—and how we can participate in it.

Name.....

Firm.....

Address.....

City..... State.....

Jobber.....

Unique roof
of Wolmanized®
lumber
protects this
modern store



For lasting protection against termites and decay, Wolmanized® lumber was used in the roof and throughout McNerny's handsome new store on the Royal Hawaiian grounds at Waikiki. A total of seventy-seven thousand board feet of Wolmanized pressure-treated lumber was used for the store. The unusual roof was constructed of Wolmanized Douglas Fir, 2-inch tongue-in-groove sheathing. Copper roofing was then applied to conform to the interesting ribbed design.

To acquaint you with the many advantages of decay and termite protected Wolmanized lumber, and how you can use it in light, heavy, and residential construction, send for the 16-page booklet that's free for the asking. Or, if you are in the tropics, ask for our new "tropical" brochure. Mail the coupon today.



Wolman Preservation Department,
Koppers Company, Inc.
756 Koppers Bldg., Pittsburgh 19, Pa.

Please send me the 16-page brochure on the use of Wolmanized pressure-treated lumber.

Name _____ Title _____
Firm _____
Address _____
City, Zone, State _____



Wolmanized®
PRESSURE-TREATED LUMBER

SNAP-IN STUD CLIP

A combination stud base clip has been introduced by the United States Gypsum Co., Dept. SBS, 300 West Adams Street, Chicago 6, Ill.

The clip employs a convenient "snap-in" feature for Trussteel stud anchorage at the floor line. Attachment of USG 2½" metal base side plates to the Trussteel stud partition is accomplished by means of a built-in clip, thus eliminating the necessity of a special separate clip.

The combination stud base clip reportedly eliminates floor runners, bottom stud shoes, and wire-tying. It is usable with or without metal base plates, and provides floor anchorage at studs, allowing partitions to follow any vertical contour. The clip requires no special tools for installation.

Write C24 on reply card, page 99.

PLASTIC INSULATION

A self-extinguishing, foamed plastic insulation for low temperature equipment and various building applications has been developed by the Armstrong Cork Co., Dept. SBS, Lancaster, Pa.



Called SE Armalite, the material reportedly contains a self-extinguishing ingredient which is "locked" into the polystyrene to assure a more thorough, uniform distribution, without lessening the over-all thermal efficiency of the product.

Armalite boards are made in standard sizes ranging in length from 3' to 15', and in width from 12" to 36". Standard thicknesses are 1", 1½", 2", 3", 4" and 6". Special sizes and factory fabricated parts are also available.

Write C25 on reply card, page 99.

PLATFORM STACKER

To create greater maneuverability for skid and skid box operations in congested areas, and to permit more economical stacking, this Model WLT platform stacker has been developed by the Automatic Transportation Co., Dept. SBS, 149 W. 87th Street, Chicago 21, Ill.

The compact platform stackers measure only 28½" from the face



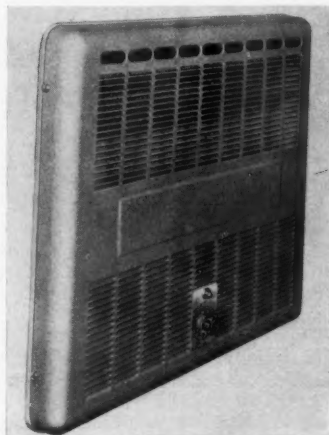
of the platform to the bumper of the power unit, with telescopic lift to make the trucks virtual aisle-savers. The WLT reportedly will operate in a 64½" right-angle aisle with a 48" long by 36" wide load.

The transporter platform stacker is available in 4000-, 5000-, and 6000-pound capacities with platform lengths, widths, and lowered heights, plus telescopic and non-telescopic lifts to fit all applications.

Write C26 on reply card, page 99.

RECESSED CONVECTORS

Back-to-back mounting of "black-heat" elements — allowing smaller units to produce more heat, and patented double-wall construction to produce more usable Btu's per kilowatt of electricity — are prime features of a new line of recessed convection electric heaters by Circle-Air Industries, Inc., Dept. SBS, 244 Herkimer Street, Brooklyn 16, N. Y.

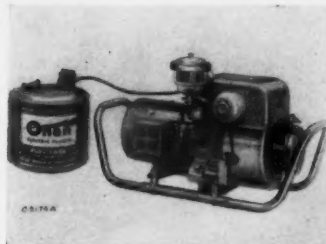


When installed, units protrude only 2-in.

Temperature is controlled by built-in thermostat with pilot light. Units range from 500 to 3,000 watts with an output of up to 10,246 Btu's. Cabinets are finished in chrome, white, hammertone grey, and tan.

Write C27 on reply card, page 99.

ELECTRIC GENERATOR PLANT



A lightweight 2500-watt electric generating plant has been introduced by D. W. Onan & Sons Inc., Dept. SBS, 2515 University Avenue S.E., Minneapolis 14, Minn.

Only 140 pounds in weight, this gasoline engine-driven generator set can be used as a heavy-duty power plant on a construction site or as a dependable source of standby power for a home or business.

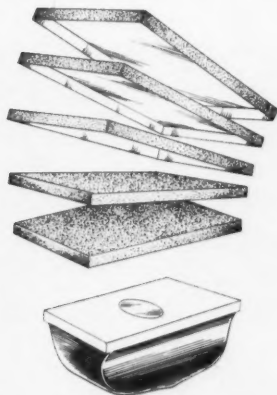
Contractors' unit is equipped with an aluminum carrying frame, making over-all dimensions slightly larger (approximately 24" long, 15½" wide and 19" high).

Each of the Onan plants is equipped with a separate five-gallon fuel tank with rain-tight cap. Prime mover for the dual-purpose electric plant is the single-cylinder, 4-cycle, air-cooled Model AJ engine.

Write C28 on reply card, page 99.

MAGNETIC HAND SANDER

An innovation in tungsten carbide hand sanders has been introduced by Par Enterprises, Dept. SBS, Box 23, Northbrook, Ill.



The unit has a permanent magnet built into the base of the handle. The tungsten carbide sanding sheets are shaped to fit around the flat surface of the handle, and are held fast by the magnetic action on the steel sheet.

With this simple assembly, the Magna-Sander user, upon deciding to change sanding grades, simply slips off one grit sheet and replaces it with another. Magna-Sander is packaged with handle and one plate.

Write C29 on reply card, page 99.

COMBINATION HEATER

A combination ventilator-heater-light unit has been introduced by Fasco Industries Inc., Dept. SBS, North Union at Augusta, Rochester 2, N. Y.

The slim-trim Model 657C has chrome grille frame, two-speed heater, satin-chrome heat reflector, aluminum honeycomb heater grille, automatic reset circuit breaker, and bi-metal motor, which automatically closes positive damper control, directing air over heating element.

A companion to the unit is a special switch, Model 622, complete-



ly prewired and recommended for economical installation and efficient operation.

Write C30 on reply card, page 99.

ALUMINUM FRAME by the LINEAL FOOT

Rolled and Extruded



Make a profitable addition to your present business with a small investment and low inventory.

You can fabricate aluminum window screens and screen doors in your own shop.

We furnish you with lineal footage materials and the necessary hardware.

We supply you with simple inexpensive tools and equipment. You make window screens

and screen doors to sell to home owners and home builders.

You need not carry large stocks of finished units.

You please your customers by making exact size desired.

You give prompt service.



WRITE, WIRE OR PHONE TODAY

Southeastern



P. O. BOX 26

PHONE State 6-6364

POWDERLY STATION BIRMINGHAM, ALA.

Southeastern Tool & Die Co.
P. O. Box 26, Powderly Station
Birmingham, Alabama

Please send me full details of how I can fabricate my own units.

Name _____

Company _____

Address _____

City _____

State _____

Our trained representative will help you set up an efficient operation.

SILENT SALESMEN

BUILT-IN RANGE DISPLAY



This built-in range display houses Caloric oven and top burner units in a minimum of 24" x 52" of floor space.

Styled of natural birch lumber core, the display stands on modern wrought-iron legs. An illuminated shadow box contains four color

transparencies of unusual Caloric color-coordinated kitchen installations, where sink and built-in gas range are in matching colors. Caloric color availability is demonstrated by chips in yellow, pink, turquoise, and coppertone, mounted on the shadow box. The display is topped with an attractive lacquered sign.

Contact: Caloric Appliance Corp., Dept. SBS, Jenkintown, Pa.

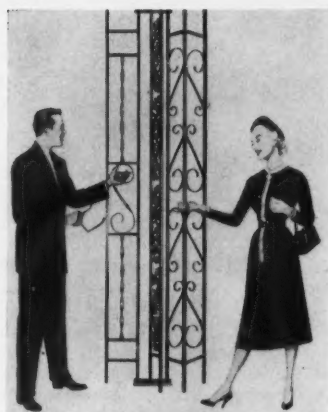
POLE-FRAME DESIGN

A new design No. 679 for a low-cost pole-frame building for warehousing facilities or for farm storage has been prepared by the Timber Engineering Co.

The new pole-frame design offers simplified roof-truss fabrication with 2" framing lumber. The design is adaptable for spans from 30' to 40', with a roof slope of 4" in 12", and for truss spacing 11' on centers.

Contact: Timber Engineering Co., Dept. SBS, 1319 18th Street, N. W., Washington 6, D. C.

FULL-SIZE COLUMN UNIT



As an eye-catching sales stimulant for its wrought-iron columns, Versa Products has developed this permanent display.

The full-size "silent salesman" consists of a top and bottom bracket plate, enabling dealers to give the impact of a swivel display for three basic Versa column designs.

The bracket plates can be attached to any wall, pillar, or vertical surface.

Contact: Versa Products Co., Dept. SBS, Lodi, Ohio.

Boost Sales! Display these practical folding doors...



For easy, fast and profitable sales, display IDEAL Glide and Fold Doors. Show your customers how practical these doors are; how easy they are to operate. They open wide to provide unrestricted access into closets, pantries. The assembly includes four doors, hinged in pairs; an aluminum track; and hanger hardware. Available in four sizes to fit openings 3, 4, 5, and 6 feet wide by 6 feet 8 inches high.

DISTRIBUTED BY
BUILDING MATERIAL JOBBERS





HANGING-FIXTURE DISPLAY

This self-service merchandiser is designed to stimulate sale of Easy Hang fixtures for perforated board.

Called the K-5 merchandiser, it holds 23 bubble-packed and card-mounted fixtures; ten each of TE-35 and TQ-1 standard boxes; 250 stabilizers; and four sizes — 90 square feet — of perforated board.

Display design assures simple inventory control, and item numbers, stenciled on the upright perforated board background, simplify reordering.

The K-5 stands 54" high and occupies a floor space 24" wide and 21" deep.

Contact: Turnbuckles, Inc., Dept. SBS, Box 333, Michigan City, Ind.

MILLWORK SELLING KIT

A selling kit of sales and advertising aids is designed to assist the millwork dealer in preparing a complete local promotional program for Andersen wood window units.



The kit contains a revised newspaper ad service that supplies free ad mats to dealers and direct mail materials, including a set of self-mailers.

Other dealer aids offered through the kit include folders, catalogs, radio commercials, display material, and publicity and specialty advertising items. A one-minute television commercial film is also available.

Contact: The Andersen Corp., Dept. SBS, Bayport, Minn.

FASTENING TOOL DISPLAY

This counter display holds and demonstrates the do-it-yourself Shure-Set hammer-in fastening tool and fasteners.

The combination display box-shipping container holds three Shure-Set tools and 50 boxes of fasteners. The box cover gives uses and prices in easy-to-read bright red letters against the white background. Tool is packaged in clear, non-fogging, hex-shaped plastic container. Blue and white boxes with clear plastic covers display selection of fasteners.

Contact: Ramset Fastening System,



Olin - Mathieson Chemical Corp., Dept. SBS, Cleveland, Ohio.



for profitable, volume sales... Sell Marlite for kitchen remodeling

Most home remodeling starts with the kitchen where dingy walls are modernized, old equipment and floor coverings are replaced. And kitchens offer you a greater-than-ever opportunity for volume Marlite paneling sales. No other paneling turns old walls into new like Marlite. No other paneling adds so many years of wear with just minutes of care. Marlite's baked melamine plastic finish resists heat, moisture, grease and stains; cleans with an occasional damp cloth wiping.

One of your highest profit items both in percentage and in total dollars of profit per sale, Marlite is right for kitchen remodeling . . . and for every other room in the home, upstairs or down. Call your wholesaler or representative. Make the most of Marlite — the profitable paneling for volume sales. Marlite Division of Masonite Corporation, Dept. 397, Dover, Ohio.

Marlite®
plastic-finished paneling

5928

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

FREE COFFEE TABLE PLAN



A free plan is offered to dealers as encouragement to do-it-yourselfers to build a modernistically-styled

coffee table from a 4' square of Masonite $\frac{1}{4}$ " Tempered Presdwood.

The plan gives construction details, bill of materials needed, finishing hints, and suggests to customers one of many home projects that can be made with hardboard and lumber.

The cloud-shaped table top is cut out of hardboard with a scroll saw. Three 16" tapered wooden legs are fastened to 1" x 3" framing lumber. A 1 $\frac{1}{2}$ " wide rim around the edge is made of pieces of Presdwood and fastened with contact cement.

Contact: Home Service Bureau, Masonite Corp., Dept. SBS, 111 W. Washington Street, Chicago 2, Ill.

WINDOW-DOOR PROMOTION



Included in the dealer merchandising aids offered by National Woodworks, Inc., is this free-standing store display with small operating-models of various National window and door units, plus pocket space for promotional literature.

The complete line is illustrated in a series of two-color catalog folders, which provide specifications on all the units described.

Local dealer advertising is supported with a co-op program. Free newspaper mats and radio copy are supplied to dealers participating in program.

Contact: National Woodworks, Inc., Dept. SBS, Birmingham, Ala.

INSULATING BOARD RACK

This wire display rack is especially designed for Johns-Manville decorative and acoustical ceiling panels.



The compact display rack stands 53" high and measures 17" x 16" at base. Top section shows picture of an eye-catching room finished with J-M Decroboard panels, printed in full color.

Contact: Johns-Manville Sales Corp., Dept. SBS, 22 E. 40th Street, New York 16, N. Y.

TARTER, WEBSTER & JOHNSON

Manufacturers of West Coast Mouldings

OFFERS EXCLUSIVELY TO JOBBERS

A Dependable
Year Around Source of

CALIFORNIA HIGH ALTITUDE
PONDEROSA PINE and
WHITE FIR

LINEAL MOULDINGS

TW&J ALSO MANUFACTURE AND SUPPLY
THE FOLLOWING ITEMS IN PONDEROSA PINE:

- Finger Jointed Mouldings (Specified Lengths)
- Doors and Jamb
- Cut Stock
- Venetian Blind Stock

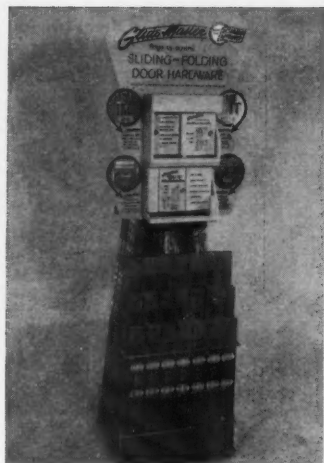
CALL YOUR NEAREST JOBBER FOR TW&J MOULDINGS

For quality West Coast
lumber products
look to - **TW&J**

TARTER, WEBSTER & JOHNSON, INC.

P. O. BOX 3498
San Francisco 19, California
PRospect 6-4200 Teletype SF 211





DOOR HARDWARE SELLER

A multi-colored in-store display and a colorful brochure are two profit-boosting sales aids for Glide-Master sliding and folding door hardware.

The floor display is designed in bright colors to create impulse-buying. It contains working models of sliding and folding doors which the customer can operate himself. Complete package kits are neatly arranged within the display.

The two-color brochure, called "Glide-Master Door Hardware," includes all information contained in the general catalog. It has 20 panels in a map-type fold with photographs, descriptions, specifications, and detailed drawings. Space is provided for dealer imprint.

Contact: Glide-Master, Arthur Cox & Sons, Dept. SBS, 70 N. Sycamore, Pasadena, Calif.

DISPLAY NAIL PACKAGING

Re-designed display cartons and quarter-pound boxes are announced for Dixisteel wire brads and wire nails.



A two-tone color scheme serves a dual purpose: first, it attracts customer attention; second, the colors on the nail boxes are reversed from those on the brad boxes so that each product is quickly identified. Boxes are of the spill-proof type.

Contact: Atlantic Steel Co., Dept. SBS, Atlanta 1, Ga.

CABINET HARDWARE EASEL

Amerock's vivacious "Eye-Appeal Girl" now appears nearly life-size in a colorful 37" x 24" wall or window display.

Designed to hold any of the Amerock Twin-Size or Picture Frame merchandise demonstrators, the reinforced paperboard display is printed in orange, blue, and black. It stands as an easel, has grommets for hanging, or adapts for mounting on the Amerock No. 1910 gondola-type merchandiser.

Extra hardware for resale bargain is offered with each display. This



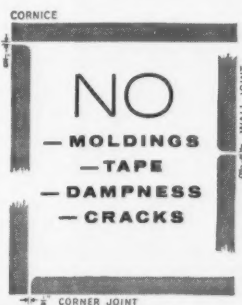
includes 20 Amerock Colonial pulls, Nos. 485-CB and 485-AC. Kit for mounting on No. 1910 merchandiser is available upon request.

Contact: Amerock Corp., Dept. SBS, Rockford, Ill.



QUIET,

Friendly Walls and Floors and Ceilings
Dry-Wall HAS COME OF AGE...WITH HOMASOTE



Quiet rooms in quiet homes safeguard the nerves, forestall the jitters. With Homasote Dry-Wall, even the slam of a door is muted. Homasote's friendly linen surface absorbs the glare of light, causes no eye-strain. Homasote's size (up to 8' x 14')—combined with great structural strength and top insulation value—means dry walls, free from moisture, mildew, drafts.

To have Dry-Wall at its finest, the basic rule is: Cover all possible walls in ONE piece. Homasote Big Sheets cover all walls up to 14' in length. X-nail all panels; at each stud nail on a line snapped from corner to corner and from 12" to 16" along the edges. The problem of joints between ceilings and walls, at corners, and even between wall panels has been among the most difficult to solve. Taping does not finally solve the problem of expansion and contraction. By a simple device, and due to the high density of Homasote, taping and moldings can be eliminated—also window and door trim; interior trim can be eliminated—except for baseboards. This means real economy.

For a wall joint, round the outer edges of the Homasote panels with a portable router and position them 1/4" apart. For a corner or cornice joint, round the edge of one Homasote panel; leave the other square; position them 1/4" apart. Homasote ceilings and underlays complete the picture.

There's always news from Homasote—use the coupon below.



Send the literature and/or specification data checked:

- ☐ Dry-Wall ☐ Roof Deckings
☐ One-Man Panels ☐ Homasote (72-pg.) Handbook

Name.....

Address.....

City.....Zone.....State..... C-25

MOWER SALES MOVIE



A full-color sales training film is offered to dealers for the Homko

1959 line of Poweramic power mowers and related lawn equipment.

Narrated by an animated cartoon figure named Percy, the Profit Parakeet, the color sound movie, "Power Plus for Plus Profits," introduces the 1959 Homko Poweramic line, demonstrates Poweramic selling, shows how to "up" dealer profits with correct use of the Homko promotional unit (Model AP-922), and shows Homko products being manufactured at the factory.

Contact: Western Tool and Stamping Co., Dept. SBS, 2725 Second Avenue, Des Moines 13, Iowa.

ALUMINUM NAIL PACKAGE



This display holds the most popular do-it-yourself Temprite aluminum nails — packed in individual polyethylene bags with a pre-priced saddle label that gives size, nail type, and suggested uses. The aluminum trimmed 24" x 24" pegboard display is included free with the first order.

Temprite aluminum nails are packed 150 bags to a carton. Refills for stock are packed 150 bags per carton and may be assorted to specifications in multiples of ten bags.

Contact: Phifer Wire Products, Dept. SBS, Tuscaloosa, Ala.

TILE DISPLAY CARD

A tile display for merchandising Hastings three-dimensional aluminum wall tile may be used as a wall hanger or counter card.



The four-color card shows an installed section of the tile and illustrates its use in bathrooms, shower rooms, and kitchens.

The tile is of fabricated aluminum, with a burn, scratch, and mar resistant vinyl finish. It is available in 24 pastel, marbleized, and deep tone colors.

Contact: Hastings Aluminum Products, Inc., Dept. SBS, Hastings, Mich.

ALUMINUM BRONZE GALVANIZED

WHY PAY MORE?

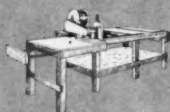
Write today about:



CHANNELS & COMPONENTS of lifetime aluminum



PLASTIC EXTRUSIONS for windows, doors, screens



SCREEN TABLE SET-UPS

New Low Prices on Screen Wire

In 18 x 14 mesh, standard gauge . . . in 16 through 72-inch widths with double selvage to provide an extra strong body for tacking . . . holds its lasting good looks. Best of all, it is priced well below competition yet not one bit of quality has been sacrificed. *There's no substitute for price . . . we're lowest!* Check our quality then compare the price and you'll become another satisfied Clark Wire customer forever.

Send For Confidential Price List!



CLARK WIRE & SUPPLY CORP.

13131 ALMEDA RD. • HOUSTON 21, TEX.

Branches:
So. El Monte, Calif. — New Orleans, La.

GARAGE DOOR SELECTOR



The Dial-A-Door point-of-purchase merchandiser for its line of garage doors is introduced by the Frantz Manufacturing Co. The counter display invites customers to dial the large disc, so that different styles of garage doors appear in sequence in the ranch house picture. The customer dials until the door best suited to his taste appears.

The Dial-A-Door is constructed of 11 pt. board, printed in gay colors, and varnish-protected.

Contact: Frantz Manufacturing Co., Dept. SBS, Sterling, Ill.

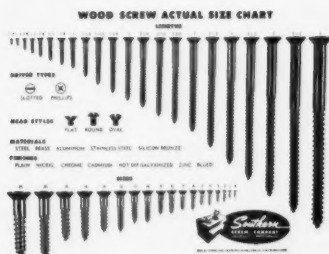
PLYWOOD CONSTRUCTION

The Douglas Fir Plywood Assn. offers a 34-page construction guide with full-page structural drawings that provide basic information on types, grades, and applications of fir plywood.

The booklet's four sections cover floor construction, single and double wall construction, and roof construction. Also included are recommendations and plywood excerpts from FHA Minimum Property Requirements.

Contact: Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

WOOD SCREW SIZE CHART



A dealer sales aid for customers who know no definite screw size is this wood screw actual-size chart.

The chart illustrates wood screws in lengths from 3/16" to 6" and No. 0 to No. 24 diameters. Also illustrated are driver types and head styles

with materials and finishes listed. The chart is printed on a heavy glossy stock.

Contact: Southern Screw Co., Dept. SBS, P. O. Box 1360, Statesville, N. C.

FOLDING DOOR DISPLAY

This display rack, available to both dealers and distributors, illustrates the space-saving operation of Berry Float-Away closet doors.

The space-saving doors require no jambs or wall returns, and reportedly save \$50 per house on construction costs. They are available in 3'-, 4'-, 5'-, and 6'-widths; and heights of 6'8" and 8'.



Berry doors are shipped in four panel sections, each package furnished complete, with all necessary installation hardware. The doors can be used in any multiple of panels — as many as 20 panels for a complete Float-Away wall.

The metal doors are available in three finishes: primed flush, louver primed, or in a wood-grained finish.

Contact: Berry Door Co., Dept. SBS, 1173 Zonolite Road, N.E., Atlanta 6, Ga.

PORTABLE SHOW CASE

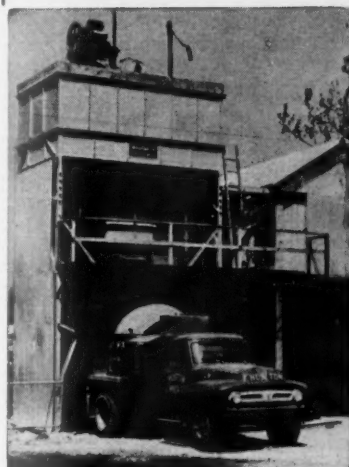
The Azrock Floor Products Division offers a convenient new "tote-pack," a cardboard case that can be carried in one hand, yet holds 3"x3" samples of the entire line of Azrock floor products in individual sample boxes. Boxes may be removed or replaced, as is necessary.

The "tote-pack" also serves as a quick source of tile information. When the lid is folded up, it exposes brief architectural specifications on each of the Azrock floor products lines. Sizes, thicknesses, colors, styles, and subfloor requirements are included.

Contact: Azrock Products Division, Uvalde Rock Asphalt Co., Dept. SBS, Box 531, San Antonio, Texas.

"READY-MIX" BUSINESS

PAYS OFF!



Actual photograph Ready-Mix Installation at Huston Lumber Company — at Carey, Ohio

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

Here are some typical dealer reports . . .

"our Binanbatch investment paid for itself in approximately one year" . . .

"big increase in tie-in sales since handling Ready-Mix in our yard" . . .

"We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits . . . have our representative prove to you a minimum investment puts you in the Ready-Mix business!

Send coupon for complete details.

Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

Please send us details on the Binanbatch for increasing over-all profits.

Name

Address

City Zone

State

HELPFUL BOOKLETS FREE!

(Use reply card on page 99)

101 Weatherstrip Catalogs — Four new catalogs describing its combination sash balance weatherstrip, full jamb metal weatherstrips, kerf type metal weatherstrips, and nail-on type metal weatherstrips, are available from W. J. Dennis & Co., Dept. SBS, 4008 N. Kenneth Avenue, Chicago 41, Ill.

102 Screen and Storm Sash — The AIA Homeshield Bulletin No. 35-P-12 illustrates various types of roll-formed aluminum screen frames and storm sash frames, plus combinations of both, that make up six different matching screen and window sets. Patio and screen door components are covered, also. Specifications, construction, and distribution information is included. American Screen Products Co., Dept. SBS, 61 East North Avenue, Northlake, Ill.

104 Wrought Iron Railings and Columns — A new four-page catalog shows the simplicity of new heavy-weight railing, plus a variety of column designs. Newly-added outdoor lantern posts and lanterns are included. Catalog gives complete dealer merchandising program. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

105 Western Pine — **101 Home Ideas** — Full-color booklet shows 24 pages of provocative ideas for building and remodeling with the ten species of Western Pine. Single copies free; quantity rates available from the Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

106 Kiln-Dried Lumber — Folder gives reasons why it pays to build with Weyerhaeuser 4-Square kiln-dried lumber. The process of kiln-drying reportedly gives wood dimensional stability, finish and workability, and strength and durability. Weyerhaeuser Sales Co., Dept. SBS, First National Bank Building, St. Paul 1, Minn.

107 House Siding Finishes — "Natural Finishes For House Sidings" by John Reno gives pertinent data on the kinds, applications, and cost of natural finishes for redwood, cedar, and cypress. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

108 Aluminum Siding — Folder describes and gives sales pointers on Tripl-Tite painted aluminum siding. Also shows new and remodeled

homes sided with Tripl-Tite aluminum. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

109 Window Sash Balances — The Spiralflex weatherstrip-sash balance is described in a catalog sheet. The unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

110 Ready-Mix Concrete Equipment — Details are available on the Winslow Ready-Mix plant installation, with specific reference to the cost, operation, and return on investment of the Binanbatch. Winslow Scale Co., Dept. SBS, 25 & Haythorne, Terre Haute, Ind.

111 Aluminum Rail — Literature describes and illustrates Adjusto-Ease decorative iron and Homecraft aluminum rail for level or stair installations. Available in 3'-4'-5' lengths, for do-it-yourself trade. Elite Fabricators, Dept. SBS, Bel Air, Md.

112 Home Buyer's Guide — Booklet gives helpful information on house-buying, including such considerations as neighborhood, lot, roofing, insulation, kitchen, hot water, bathroom, plumbing, electrical system, basement, attic, heating, cooling, and financing. Southern Pine Assn., Dept. SBS, Box 1170, New Orleans 4, La.

113 Decorative Door Lights — Catalog describes and gives specifications for Royalite packaged, glazed flush door inserts, decorative moldings and lights, Royalouvers, and oak thresholds. Southern Door Lite Co., Dept. SBS, 46 Westland Boulevard, S.W., Atlanta 10, Ga.

114 Polyethylene Sheeting — Catalogs, prices and samples of pure polyethylene sheeting in three thicknesses, widths from 3' to 10' are available from Warp Bros., Dept. SBS, Chicago 51, Ill.

115 Closet Doors — "Space and Cost Savings" is a folder illustrating and describing Berry Float-Away closet doors. The doors reportedly save \$50 per house on construction costs. Berry Float-Away Closet Doors, Dept. SBS, 1091 Zonolite Road, N.E., Atlanta 6, Ga.

116 Modern Wood Paneling — Colorful literature describes Long-Bell's

Flakewood paneling for contemporary interiors, and mahogany finish Ven-O-Wood for economical use in homes, offices and stores. International Paper Co., Long-Bell Division, Dept. SBS, 928 Grand Avenue, Kansas City, Mo.

117 Plaster Reinforcement — A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced with Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

118 Aluminum Siding — Literature describes and shows Reynolds aluminum Lifeguard weatherboard siding. Siding is available in horizontal and vertical panels and finished in ten baked enamel colors. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

119 Plastic-Finished Panels — Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Wood-panel, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

120 Asphalt Roofing Materials — Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

121 Fir Plywood Facts — Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

122 Plastic Water Putty — Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-0, Des Moines, Iowa.

123 Recessed Oven and Range Units — A full-color brochure gives information and specifications for Modern Maid built-in ovens and top units. It includes distributor propositions to dealers of sales display space and salesmen to call on builder trade. Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

124 Steel Attic Stairs — Descriptive literature gives illustrations and specifications for the low-cost TFC Metal-Fold disappearing stairway. Price lists are supplied on request. Tennessee Fabricating Co., Dept. SBS, 1490 Grimes, Memphis 6, Tenn.

125 Masonry Wall Reinforcement — Bulletin gives specifications and shows Dur-O-wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-wal Products of Alabama, Inc.,

HELPFUL BOOKLETS FREE!

Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

129 Wood Window Units — Four two-color folders illustrate and describe M W Distributors' Bowindows, Air-Lite, Lift-T-Vue, and triple-gliding R-O-W wood window units. M W Distributors, Dept. SBS, Rocky Mount, Va.

130 Sash Balance and Metal Weatherstrips — Southern Metal's one-piece sash balance and weatherstrip is described and illustrated in Catalog 57J. Catalog 57B has pictures and specifications for a complete line of thresholds and weatherstrips. Southern Metal Products Corp., Dept. SBS, 1775 Airways Blvd., Memphis 14, Tenn.

131 Pressure-Treated Lumber — "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

132 Aluminum Jalousies — Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.

133 Hardboard Panels — A 24-page catalog entitled "Guide for Builders" describes and illustrates exterior and interior uses of Masonite hardboard panels. Physical properties of the panels, proper methods of working with them, and recommended application procedures also are covered. The Masonite Corp., Dept. SBS, Suite 2037, 111 W. Washington Street, Chicago 2, Ill.

134 Aluminum Windows — Twenty Ualco aluminum windows and four Ualco aluminum curtain wall systems are shown and described in a new, 40-page catalog, which includes specifications, sizes, and installation details. Also available are individual brochures on windows and curtain wall. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

135 Asbestos-Cement Products — Several brochures and folders show Century No. 5 roofing shingles, Apac all-purpose board, Linabestos and Sheetflextos wallboards for interior and exterior use, and lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

136 Wood Window Walls — Catalog No. 591 and dealer selling kit cover

use of Andersen wood window units for residences, institutional buildings, and light commercial structures. Strutwall, Flexivents, Beauty-Line, Pressure Seal double-hung, gliding, casement, and basement units shown. Andersen Corp., Dept. SBS, Bayport, Minn.

137 Insulating Roof Deck — A 20-page brochure, "New Dimensions in Ceiling Designs," shows and describes roof deck designs, coat comparisons, beam sizes, construction detail, and application tips. Insulite Division of Minnesota and Ontario Paper Co., Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

138 Steel Farm Products — "Farmers and Ranchers Handbook" supplies 76 pages of data on specifications and plans for the use of steel materials for fencing and roofing on farms. It also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

139 Steel Frame Buildings — Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixisteel rigid-frame buildings. It also presents all-steel triangular or bow-string truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

140 Vitrified Clay Products — Brochure describes W. S. Dickey's PVC coupling. Booklets are also available on Dickey Perma-Line pipe and fittings, drain tile, wall coping, flue linings. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

141 Wood Window Units — Three folders describe, list full specifications, and illustrate Dierks Snap-Tite removable window units, stack awning, and Light-Lift, double-hung window units. Dierks Forests, Inc., Dept. SBS, 810 Whittington Avenue, Hot Springs, Ark.

142 Aluminum Nails — Brochure shows complete line of Phifer aluminum nails. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

143 Bonded Asphalt Roofing — An eight-page color-illustrated booklet contains 22 questions and answers on Lloyd A. Fry roofing, including its durability, full-value bond guarantee, cost, fire protection, weather and wind resistance, and colors. Fry's new 3-tab, 290-pound Shado-Bilt strip shingles also are described and shown in 13 colors and white. Lloyd A. Fry Roofing Co., Dept. SBS, 5818 Archer Road, Summit (P. O. Argo), Ill.

144 Interlocking Asphalt Shingles — A color folder describes and illustrates Ruberoid's asphalt Lok-Tab shingles. Four color blends are featured. The Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

145 Western Lumber Sources — A 48-page booklet gives mill person-

nel, capacity, and facility information on mills producing Douglas Fir, West Coast hemlock, Western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

147 Ceiling Tile — A 16-page booklet features Celotex's Hush-Tone and Designer ceiling tile in three "idea" rooms. It also covers other Celotex residential materials. The Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

149 Prefinished Paneling — Full-color 24-page booklet shows line of prefinished Weldwood paneling, its installation in interiors, plus complete details for installing in new or old construction, over furring, plaster and masonry. United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

150 Fiber Roof Coating — "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

151 Wood Shutters and Doors — Descriptive catalog shows beauty, quality, and outlines profits on Wing-Line Fit 'n' Finish shutters, Wing-Crest interior shutters, and Wing-Line Shutterfold doors. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas 6, Texas.

152 Wood Paneling — Full-color brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

153 Stock Millwork — The "Ideal Millwork" catalog contains pictures, sizes, and specifications of Ideal All-Wethr double-hung window units, stack window units, panel doors, Glide-and-Fold closet door units, sliding door units, screen doors, louver doors, window screens, kitchen cabinets. Ideal Co., Dept. SBS, Box 889, Waco, Tex.

154 Metal Building Products — Catalog 57 gives specifications and shows uses of Vestal fireplace circulators, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers and access doors. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

155 Metal Lath, Accessories — Colorful catalog shows metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala.

156 Truss Lock Plates — Illustrated folder details the layout, operation, and advantages of Templin truss lock plates and trusses. Templin Associates, Inc., Dept. SBS, Building 6, Airbase, Vero Beach, Fla.

157 Window, Door Products — Catalog describes Vulco screens and jalousies, Caseking screens, Superior and Ideal storm sash, Dura-Bilt screen and combination storm doors. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

HELPFUL BOOKLETS FREE!

158 Incinerators — Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for flue-fed, floor-fed garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13905 Miles Avenue, Cleveland 5, Ohio.

159 Aluminum Nails — Colorful folder includes A.I.A. File giving specifications on Nichols Never-Stain aluminum nails in the complete line of 24 types. Packing data and individual use applications also are included. Nichols Wire & Aluminum Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa.

160 Residential Locks — Colorful "heart of the line" catalog shows and describes Dexter residential locks, matching cabinet hardware, and door closers. Modern up-to-the-minute designs shown for every residential use. Dexter Lock Division, Dexter Industries, Inc., Dept. SBS, 1601 Madison Avenue, Grand Rapids 2, Mich.

162 Carded Hardware — Two-page booklet shows 23 carded items of do-it-yourself, handy Hager hardware in the three most popular finishes. Also illustrated are the binned merchandiser and hardware rack for displaying these plastic see-thru skin-pack packages. C. Hager & Sons Hinge Manufacturing Co., Dept. SBS, 139 Victor Street, St. Louis 4, Mo.

163 Window Glass — A 15-page booklet describes and illustrates the L. O. F. process of sheet drawing flat glass, the types and general uses, and gives selection and physical specification data. Booklet also shows dealer sales aids such as signs and display-storage racks, and gives pointers for glazing and proper cutting of glass. Libbey-Owens-Ford Glass Co., Dept. SBS, 608 Madison Avenue, Toledo 3, Ohio.

164 Framing Anchors — Three styles of Cleveland Framing anchors are prominent in a new eight-page catalog giving complete specifications on right and left versions and the vertical bend style. Also shown are joist hangers, timber connectors, steel bridging, area wall ventilators, and clips for plywood joints. Cleveland Steel Specialty Co., Inc., Dept. SBS, 3761 East 91st Street, Cleveland 5, Ohio.

165 Asphalt Shingles — Color-illustrated catalog gives descriptions and specifications for Barrett asphalt shingles, asbestos-cement sidings, prepared roofing, protective products, and insulation products. Individual folders are available on Ever-Fast shingles and wide-tab Ranchline asphalt shingles. Barrett

Division, Allied Chemical Corp., Dept. SBS, 40 Rector Street, New York 6, N. Y.

166 Woodwork Products — Four color booklets include photographs, descriptions, and specifications for the Bilt-Well Super 7 removable window, Bilt-Well casements, awning windows, and cabinet units. Two folders are available giving details on the Bilt-Well glass panel Belvedere door and Bilt-Well cabinet units with birch fronts. Caradco, Inc., Dept. SBS, Dubuque, Iowa.

167 Spun Wool Insulation — Literature is available explaining the advantages and savings in the use of insulation with improved Insulaire Spun Wool. Made by a new mineral fiber process, the permanent mineral wool insulation comes in fully guaranteed bags or tubes in standard and odd sizes. Industrial Products Co., Inc., Dept. SBS, Mt. Pleasant, Tenn.

168 Wood Specialty Products — Literature containing information about Bradley-Southern wood products is now available. Trim, moldings, thresholds, panels, stair treads, and flooring in oak and pine are covered. Unit wood blocks in beech and pecan are also produced by the company. Bradley-Southern Division, Dept. SBS, Potlatch Forests, Inc., Warren, Ark.

169 Redwood Advantages — The economical qualities of Simpson redwood are enumerated in material available from this California lumber firm. The insulation value of the wood, its simplicity to work, its paint- and stain-holding superiority, and its resistance to termites and decay are all discussed. Simpson Redwood Co., Dept. SBS, P. O. Box 127, Arcata, Calif.

171 Machine-Made Screens — Literature is available on Rudiger-Lang Tru-Frame, Tension-tite and Roll-Away window screens. The automatic machine production is said to afford the advantages of greater uniformity, better quality control, and lower cost. Rudiger-Lang Co., Dept. SBS, 2701 Eighth Street, Berkeley 10, Calif.

172 Oak Flooring — Additional information is available describing Long-Bell oak flooring. Micro-Tongue and Micro-Groove features of the flooring reportedly provide faster laying and perfect fit. Long-Bell Division, International Paper Co., Dept. SBS, Kansas City, Mo.

173 Vitrified Clay Pipe — Circular describes the Oconee wedge lock, a factory-made plastic joint that reportedly snaps together instantly. Information also is available on Oconee's line of burned clay products, including vitrified clay pipe, vitrified clay fittings, vitrified flue liners, drain tile, and face brick. Oconee Clay Products, Dept. SBS, Milledgeville, Ga.

174 Aluminum Weatherstrip — Literature is available describing the efficiency and durability of MetaLane weatherstrip on window units. MetaLane reportedly never loses its resilient weather-tightness, will not

corrode or wear, will not discolor masonry or woodwork, and always keeps windows operating freely. Monarch Metal Weatherstrip Corp., Dept. SBS, 6343 Etzel, St. Louis 4, Mo.

175 Fiberglass Panels — Promotion material, including newspaper mats, displays, booklets, folders, posters, and streamers for plasticated panels and Barclite fiberglass panels are now available from Barclay Manufacturing Co., Inc., Barclite Corp. of America, Dept. SBS, Barclay Building, New York 51, N. Y.

176 Gypsum Wallboard — Description of Bestwall fireproof gypsum wallboard, reinforced with glass fibers for simpler application, clean scoring and snapping, and crack resistance, is included in material offered by Bestwall Gypsum Co., Dept. SBS, Ardmore, Pa.

177 Drawer Slides — Information regarding KV drawer slides is available. Five slides, ranging from the lightweight extension slide to the extra heavy-duty model are described. The slides are said to be so constructed as to prevent drawers from sagging or sticking. Knap & Vogt Manufacturing Co., Dept. SBS, Grand Rapids, Mich.

178 Roofing Shingles — Based on just ten colors, the "Color-Tuned" line of roofing shingles is the subject of informative material offered by the manufacturer. Such advantages as reduced inventory, freeing capital, and faster sales are pointed out. Certain-teed Building Products Corp., Dept. SBS, Ardmore, Pa.

179 Redwood Lumber Products — Dealers may obtain informative literature concerning Noyo redwood sidings and moldings. The company prides itself on careful milling, shipping, and high quality maintenance of its certified KD, treated, or natural redwood. Union Lumber Co., Dept. SBS, Fort Bragg, Calif.

180 White Fir Lumber — Details on kiln dried TW&J White Fir lumber are available, covering its qualities, uses, sizes, and delivery information. Information also covers TW&J White Fir lineal moldings and flush door cut stock. Tarter, Webster & Johnson, Inc., Dept. SBS, P. O. Box 3498, San Francisco 19, Calif.

181 Sliding Glass Doors — Information concerning the competitively priced Britt sliding glass door — with frame and vents that accommodate standard and ¾" insulated glazing — can be obtained from Britt Sliding Door Corp., Dept. SBS, P. O. Box 6735, Houston 5, Texas.

182 Millwork Products — Information concerning all types of millwork products — Satin Seal door and window units, by-passing and pocket door frames, windows, frames, louver doors and blinds — may be obtained from the Huttig Sash & Door Co., Dept. SBS, St. Louis 10, Mo. Also catalogued are addresses of representatives, assembly plants, and warehouses.

183 Fireplace Units — Construction information is available for five Heatform models of various sizes — each reported to accommodate any design of single or multiple

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or advertisements in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Building Supplies pays the postage!

MARCH, 1959

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send free information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

MARCH, 1959

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send free information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

**These cards
can help
you get
valuable
information**



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Building Supplies

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

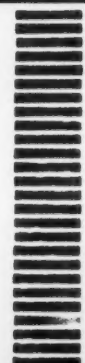
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Building Supplies

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



opening fireplace. Also available at nominal cost is a 52-page book containing information about 88 Heat-form fireplace designs selected from national competitions. Superior Fireplace Co., Dept. SBS, 4325 Artesia Avenue, Fullerton, Calif.

184 Steel Buildings — Information on the Cuckler Steel Span profit building plan is available to dealers from Cuckler Steel Span Co., Dept. SBS, Monticello, Iowa.

185 Extra-White Cement — Information on uses, advantages, and specifications of Trinity White Portland cement — claimed to be the whitest of all cements — is available from Trinity White Division, General Portland Cement Co., Dept. SBS, Chicago, Ill.

186 Millwork Products — Information concerning manufacture, treatment, finger jointing and shipping of its standard items, plus moldings, interior trim, and glued panels, is available from the Ralph L. Smith Lumber Co., Dept. SBS, Anderson, Calif.

187 Removable Window — Information concerning 1866 Curtis Woodwork products is available from this Atlanta wholesaler and jobber of building materials. Particular attention is paid to the Curtis Style-trend removable window, a product said to be weather-tight, easy to paint, to install, and to operate. Other features include new outside casing design for masonry, brick veneer, or frame construction without mitered corners. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

188 Natural Wood Shakes — A color-illustrated booklet shows the natural beauty, colors, and texture of Shaker-town wood cedar shakes. It shows various applications for the shakes, such as gable ends, fence partitions, wainscoting, and windscreens. Illustrations and information also are furnished for Shaker-town jiffy corners, sidewall shakes, heavy-duty stain, handsplit shakes, and Shaker-town glumac units. Shaker-town Corp., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

189 Acoustical Products — A 32-page illustrated catalog describes the acoustical products line of the Simpson Logging Co., including Forestone fissured woodfiber tile, ceiling board, standard and random drilled acoustical tile, roof deck, fissured mineral tile, metal acoustical units, perforated cement asbestos board, and perforated hardboard. Simpson Logging Co., Dept. SBS, Shelton, Wash.

190 Adjustable Louvers — Descriptive folders are available on Leslie Adjust-A-Pitch series LX king-size louvers, fixed triangular louvers, and Leslie's rotary turbine ventilators, stationary-type, or revolving head-type ventilators. Literature includes illustrations, specifications, sizes, and dimensions. Leslie Welding Co., Dept. SBS, 2943 W. Carroll Avenue, Chicago 12, Ill.

Tait's Wozar Reports Continued Sales Uptrend

For the tenth consecutive year, the sales of the Tait Manufacturing Co., Dayton, Ohio, reportedly were up, in spite of a continuing downward trend in the water-systems industry over the past three years.

Sales for 1958 were up 10 per cent, while the average of the industry was down about 6 per cent, President Louis Wozar recently indicated.

Wozar attributed Tait's continuing gain to intensive new product development and aggressive selling.

The importance placed upon research and engineering at Tait was particularly evident in 1958, when the company announced plans to expand research facilities by 100 per cent and engineering facilities by 50 per cent.

Late in the summer, when most pump companies traditionally decrease their advertising, Tait substantially increased the expenditure, Wozar explained.

A big factor in Tait's recent growth pattern is the development of submersible pumps for both 4" and 6" wells, ranging from ¼ through 15 h.p., Wozar said.

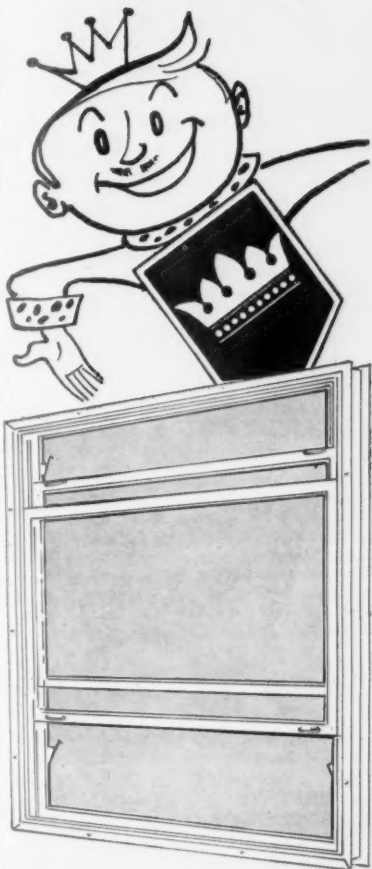
Tait, which opened a branch plant in Gettysburg, Ohio, exclusively for the manufacture of submersibles, is the only manufacturer making the complete motor, including all component parts.



CONCRETE SEAWALL — With golden mason's trowels, Jose Perre, left, board chairman of Maule Industries, Inc., and H. B. Layne, developer of Golden Isles, Fla., finish off a million-dollar seawall at the multi-island community. The 9½-mile wall is the largest single seawall project ever undertaken in south Florida.

Maule supplied 18,200 cubic yards of concrete used in the steel-reinforced bulkhead.

KING ROYAL PRESENTS



ROYALAIR LITE

Revolutionary idea for a flush door insert gives you a combination door lite and double hung window.

Door lites may be included to make up your prepaid shipment of 150 lbs.

Sold through jobbers only.



Call or Write
AL FIELDS

SOUTHERN DOOR LITE COMPANY

46 WESTLAND BOULEVARD, SW
ATLANTA 10, GA.

MANUFACTURER NEWS



SEDGIE E. YARBOROUGH of Columbus, Miss., has been appointed sales representative in southern Mississippi for the **Alabama Metal Lath Co.** of Birmingham, Ala. Active in sales and building fields for the past 12 years, Yarborough was a manufacturers' representative of building materials throughout Alabama, Mississippi, and Arkansas. Before that, he was associated with the **Southern States Iron Roofing Co.** of Birmingham.

LOUISVILLE, KY.: The new metal and building materials service plant of the **Reynolds Aluminum Supply Co.** is now open for business. Under construction since last August, the all-aluminum-sheathed structure provides over 50,000 square-feet of warehouse and office floor space, and is served by a rail siding that accommodates four cars. Drive-in customers are provided with ample parking space, including covered loading docks for trucks.

AQUADALE, N. C.: The plant here of the **Carolina Solite Corp.** will put a new kiln into operation during 1959. For manufacture of lightweight aggregate used in Solite lightweight structural concrete and masonry units, the kiln will increase production to equal that of Solite's Bremono Bluff, Va., plant, now said to be the world's largest producer of a lightweight aggregate.

FOREMAN, ARK.: The multi-million-dollar plant here of the **Arkansas Cement Corp.** was officially dedicated recently. Arkansas Gov. Orval E. Faubus was principal speaker. Full production of cement began at the Foreman plant last December. The plant has a rated capacity of 1,400,000 barrels annually, and is said to be one of the most modern, efficient cement-making facilities in the U. S.

CHARLESTON, S. C.: James H. Van Hoy has retired as general manager of the Southeastern division of

Bird & Son, Inc., after 39 years of service. He is succeeded in this position by Henry F. Davis, with the company at its home office in East Walpole, Mass., since 1939. Van Hoy started with Bird & Son in 1919 as a salesman. He was Southern division sales manager in 1946 and Southeastern general manager in 1954. The company has just completed construction of a roofing plant here in Charleston.

CHICAGO, ILL.: **Thor Power Tool Co.** has moved its Chicago sales and service branch from Washington Boulevard to its Speedway Motor Division on Laramie Avenue. Branch operations here are headed by Frank J. Schiel, district sales manager; Al V. Moroz, electric tool sales manager; and Ed Murray Hozian, branch manager.

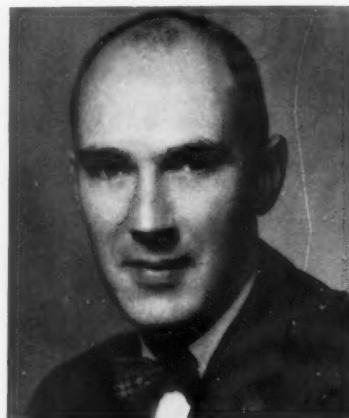
GALENA PARK, TEX.: A new Southwest purchasing office has been opened by the **United States Gypsum Co.** at its plant here. Robert C. Runkel is division purchasing agent in charge of the office, which will handle purchases for U. S. Gypsum plants in Galena Park, Sweetwater, and New Braunfels in Texas; Southard, Okla.; Greenville, Miss.; and New Orleans, La.

GREENVILLE, N. C.: John L. Mostiler has been appointed salesman for the **Wood Conversion Co.** in western North Carolina. A 1950 graduate of North Carolina State University, Mostiler will sell Balsam-Wool insulation and Nu-Wood insulation board products to retail lumber dealers. He has been affiliated with Diamond Hill Plywood Co. here for the past six years.

TAMPA, FLA.: Aubrey Winner has been appointed **Dicks-Armstrong-Pontius** sales representative for Florida and south Georgia. From headquarters here, Winner will handle sales and service for DAP putties and glazing-caulking-sealing compounds, and Rely-On caulking products.

CHARLOTTE, N. C.: Newly-appointed representative for the **Peerless Heater Co.** of Boyertown, Pa., is John J. Weeks. Weeks will represent Peerless cast iron boiler heating equipment and warm air furnaces in North and South Carolina.

SEATTLE, WASH.: Don A. Proudfoot has been appointed director of a new central marketing organization for the **Simpson Timber Co.** With Simpson's sales management the past 11 years, Proudfoot has served as marketing director of the company's central research department the past 18 months. The new



THOMAS L. HYER is new salesman in the Washington, D. C., area for **Southern Lightweight Aggregate Corp.** He will headquarter at the Bethesda, Md., office. Myer has been active in the construction and supply business in western North Carolina for the past 13 years. **Southern Lightweight Aggregate** produces Solite, a lightweight aggregate used in the manufacture of Solite lightweight structural concrete and masonry units.

marketing organization will supplement the company's existing sales force by stimulating nationwide demand for Simpson building materials products in areas beneficial to the company's wholesale customers.

MEMPHIS, TENN.: H. Kermit Magness, former manager of the **E. L. Bruce Co.** plant in Nashville, Tenn., has been appointed manager of the Bruce Memphis plant. Nicus M. Hicks has been promoted from assistant manager of the Memphis plant to manager of the Bruce Nashville plant, succeeding Magness. Magness started with E. L. Bruce in 1933. He was made manager of the Nashville plant in 1955. Hicks has been with the company since 1952.

MINNEAPOLIS, MINN.: Warren R. Larson has been named Insulite territory representative in the Minneapolis area for the **Minnesota and Ontario Paper Co.** He succeeds Leo L. Shields who has retired after 32 years of Insulite sales service. Larson joined Insulite in 1950 and was associated with Shields for several years in serving the Twin Cities area before his transfer to Dallas, Texas, in 1956.

NEW ORLEANS, LA.: New sales representative for the **Pioneer Rubber Co. of Texas** is Jerry Kellam, with headquarters here in New Orleans. A graduate of Louisiana State University and a native of Alexandria, La., Kellam's territory includes

Arkansas, Louisiana, Mississippi, western Tennessee and the Houston, Texas, area.

FORDYCE, ARK.: O. H. Darling has been named assistant chief forester of the **Fordyce Lumber Co.** He will be in charge of forest investigation and research, and will assist in production. He has been block forester in various forest management areas for the past eight years.

MONROEVILLE, PA.: **Koppers Co., Inc.**, will inaugurate construction of a new research center here during 1959, according to Dr. Paul W. Bachman, vice-president and director of Koppers research and development. Plans include site development and initial construction of an administration building, three chemical laboratories, a power plant, and supporting facilities on the 176-acre tract of land.

PORT WASHINGTON, WIS.: George King has been appointed service manager of the **Bolens Products Division** of the Food Machinery & Chemical Corp. The service department handles the Bolens line of tractors, tillers, walking and riding mowers, and chain saws.

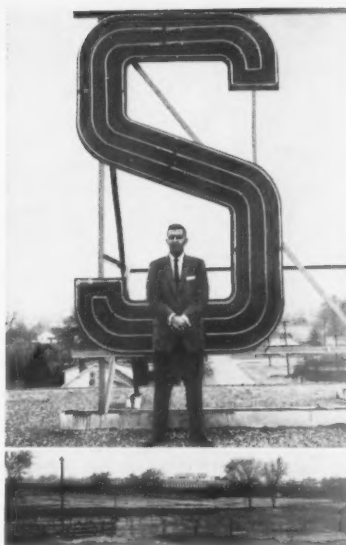
NASHVILLE, TENN.: A site in the Sidco industrial subdivision here has been purchased by the **Cincinnati Sheet Metal & Roofing Co.**, for construction of a metal warehouse. The 52,000-square-foot building will cost an estimated \$175,000, and will triple the space now being used.

MAGNOLIA, ARK.: The **Partee Flooring Mill** here recently sold two-million board feet of oak and beech flooring for use in the new Air Force Academy buildings at Colorado Springs, Colo. The mill is owned by Cal Partee, who also owns the Lewisville Flooring Co. mill at Lewisville. Sales for both mills are handled at the local office.

AMERICUS, GA.: The **Simplex Nail & Manufacturing Co.** of Detroit, Mich., has relocated its plant here. The 40' x 160' building houses 25 automatic cutting machines for the manufacture of roofing nails. A dozen workers are now employed.

SYLVANIA, GA.: The **R. R. McLarty Truss Co.** has opened here for the manufacture of timber truss rafters for the housing industry. Said to be the only plant of its kind in the Southeast, the plant produces uniformly finished trusses of any dimension with automatic machinery. R. R. McLarty of Augusta, Ga., owner of Screven Lumber Industries and the Sylvania firm, said he expects to employ 150 men, in addition to the 60 now working in the truss mill.

ROXBORO, N. C.: The **Crown Aluminum Co.** of Pittsburgh, Pa., plans to open a plant here early



GIANT NEON SIGN — The largest neon sign in Alabama now spells out the name of the world's leading producer of aluminum windows — the Southern Sash Sales & Supply Co., Inc., in Sheffield, home of Ualco aluminum windows.

At top, a company employee is dwarfed by one of the 10' letters. The stroke of the letter is 18" wide.

At bottom, the sign, seen from a mile or so away, runs 123' atop the company's main plant. Tops of letters are about 62' off the ground. When lit, the sign is said to consume enough electricity to run all lights and electrical appliances in four average homes.

in 1959. The firm will initially employ 50 workers. Located on a six-acre site on the Durham highway, about three miles south of Roxboro, the plant will process aluminum siding for the Southeastern market.

BATON ROUGE, LA.: Metal Doors, Inc., has changed its corporate name to **Louisiana Insulation, Inc.** . . . Louisiana Glazed Tile & Brick Corp. has changed its corporate name to **Cocreham Materials Corp.**

CORPUS CHRISTI, TEX.: The **Halliburton Portland Cement Co.** here has been elected to membership in the Portland Cement Assn. of Chicago, a national organization to improve and extend the uses of portland cement and concrete.

ST. JOSEPH, MICH.: Warren M. Singer, formerly in field sales promotion for air conditioners, has been appointed western sales supervisor for room air conditioners for the **Whirlpool Corp.** He will work with district managers and distributors in the West, Southwest and west central regions. Mark Stites, former specialist and district manager for air conditioners, has been named eastern sales supervisor for room air conditioners and will be responsible for sales development in the East, east central, and Southeast regions.

REDWOOD, MISS.: Production is under way at the new multi-million-dollar plant of the **Mississippi Valley Portland Cement Co.** Under construction since August, 1957, the \$5-million plant has a rated capacity of 2,000 barrels of portland cement a day. Plant facilities include a huge rotary kiln, ten steel tanks for blending and preparation of raw material slurries, a mill building which houses two multi-compartment tube mills and air compressors, six silos which provide the storing capacity of 60,000 barrels, pack-house, laboratory, maintenance and repair shop, and storage warehouse. Henry V. Allen Jr. is executive vice-president; Robert E. Knarr, technical director and chief chemist; Scott Kipping, plant superintendent; and C. L. Rashore, cost engineer and office manager.

LUBBOCK, TEX.: **Carlson Products Corp.**, Aurora, Ohio, has purchased assets of the United Pipe and Tube Co. here. The facilities will be operated under the Carlson name, and will serve the west Texas area with the Carlson line of plastic pipe and fitting. The plant also will produce plastic-coated-steel underground pipe, electrical conduit, and other corrosion-free metal pipe. Harold Mewhinney is plant manager of the new facilities.

LITTLE ROCK, ARK.: Rolland Brown has been named general manager of the **Southwest Concrete Materials Corp.**, manufacturer of



E. ROSS KYGER has retired as director of purchases of the Seidlitz Paint & Varnish Co., of Kansas City, Mo., according to G. R. Seidlitz, president. He will be succeeded in this position by Charles F. Neff.

Kyger will remain active with the Seidlitz Co., having accepted an appointment to the newly-created position of manager of resin and emulsion vehicle sales. He will also continue as vice-president of the company and remain on the board of directors.

Prior to joining Seidlitz ten years ago, Kyger was president of the Sewall Paint & Varnish Co. in Kansas City, now a division of American-Marietta Co.



DON CHATFIELD, formerly of Greensboro N. C., has joined Burgess-Snyder Window Co., Norfolk, Va. He has charge of dealer sales for the firm's lines of jalousies, awnings, folding doors, and storm- and awning-windows. Heading up the Burgess-Snyder organization are Gustave Snyder and Larry Vaughan, president and sales manager, respectively.

sand, gravel, and lightweight concrete aggregate. Brown was previously with the Lite-Stone Corp., McNally - Pittsburg Manufacturing Corp., and the Thomas O'Neal Co., Inc.

ATLANTA, GA.: The **Southern States Portland Cement Co.**, headquartered here, has been absorbed by its parent organization, the Marquette Cement Manufacturing Co. The announcement was made by J. O. Lane, sales manager for Southern States, who has since retired. He was succeeded by John A. Morris, a Marquette salesman in Georgia for the past 12 years. Southern States had been a sales subsidiary of Marquette since January, 1954. The company will maintain its same sales office, personnel, and products, all bearing the Marquette name.

MUSKEGON, MICH.: Effective January 1, the Clarke Sanding Machine Co. became the **Clarke Floor Machine Co.**, according to Clarke President Ernest Cooper. The company recently added power sweepers to its line of floor maintainers, heavy-duty wet-dry vacuum cleaners, floor sanders, edgers, and hand sanders.

NEW BRITAIN, CONN.: Harold T. Jackson has been named sales representative in the Kansas-Missouri area for **Stanley-Judd**, a division of the Stanley Works. Formerly associated with the Rich-Con Hardware Co. of Kansas City, Mo., Jackson joined Stanley-Judd in 1958.

HELPFUL LITERATURE

ALUMINUM WINDOWS. Illustrative literature with complete specifications is available on Century aluminum windows, from the Century Aluminum Corp., Dept. SBS, P. O. Box 21, Scottsburg, Ind. Applicable for residential and commercial installations, the windows come in a variety of sizes in double-hung, picture, wall-lite, sliding, and rolling styles. All units are available factory-glazed, with concealed spiral balances in the operative sash, aluminum cast sweeplock, and stainless steel weatherstripping and track throughout.

MATERIALS HANDLING LINES. A 24-page product catalog describes representative groupings of the Colson lines in an easy-to-read form. It is used in addition to the regular catalogs. Items from the Special Products Division are also listed. The Colson Corp., Dept. SBS, Jonesboro, Ark.

LUMBER STORAGE. Results of a study to aid retailers and lumber processors who must supplement shed storage with other forms of protection have been published by Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore. The study concerns the effectiveness of paper covering and polyethylene film in exterior storage of lumber.

RADIO COMMUNICATION. Since the FCC ruling making possible the licensing of two-way radio systems to all legitimate business, Motorola has made available a booklet telling the part played by radio communication in modern life. Motorola Communications & Electronics, Inc., Dept. SBS, 4501 W. Augusta Boulevard, Chicago 51, Ill.

PAINT FACTS. "How to Stretch Your Paint Dollar" exposes paint gyp artists and urges readers to rely on manufacturers of established reputation when buying paint. The booklet includes facts on chalking, fading, peeling, and blistering of paint, and outlines progress made in the industry. Bureau of National Affairs, Inc., Dept. SBS, 1231 24th Street, Washington 7, D. C.

MASONRY EQUIPMENT. A 40-page, pocket-sized booklet illustrating the Diamond line of masonry and hollow wall fasteners, pole line hardware, and masonry drills is available to dealers. Installation hints for the latest additions to the Diamond line are included — DHD hammer drive masonry anchors, Wing Ding wall screw anchors and Wing Ding gun, and Double Keystone machine bolt expansion shields. Diamond Expansion Bolt Co., Dept. SBS, Garwood, N. J.

BLIND RIVETS. Hammer-driven blind rivets are featured in a six-page, 8½" x 11" catalog, which provides engineering drawings and specifications on the complete line of Pin-Grips for metal-to-metal and metal-to-wood fastenings. A total of 154 different sizes are listed in charts covering six models of the aluminum rivets with knurled stainless steel drive pin. Eight drawings show uses of the Pin-Grips. Star Expansion Industries Corp., Dept. SBS, Mountaintown, N. Y.

RANGE HOOD LINE. Full-color coverage of the Slim-Trim lines of Fasco range hoods and ventilators is provided in a 12-page catalog. Full-color photos, complete specifications, easy-to-read dimensions and graphic typical installations are included. Fasco Industries, Inc., Dept. SBS, North Union at Augusta, Rochester 2, N. Y.

INDUSTRIAL TRUCKS. A booklet illustrating the effectiveness of the Transporter walkie-type truck in congested areas, for short hauls, or intermittent operations, is available from the Automatic Transportation Co., Dept. SBS, 149 W. 87th Street, Chicago 21, Ill. Facts to consider in analyzing truck requirements in setting up or revamping a materials handling program are given in a check list. Applications and information on how to use the Transporter are also featured.

DOOR HARDWARE CATALOG. A four-page, two-color catalog and price list on the Har-Vey line of sliding door hardware available in Handy-Paks is offered by the American Screen Products Co., Dept. SBS, 61 E. North Avenue, Northlake, Ill. Set numbers, door sizes, package contents and prices are detailed for the Challenger line, the Champion line, and the Heavyweight line. Bulletin also covers hardware sets without track and aluminum track packaged in various lengths.

CHAIN LINK FENCING. Technical data on strength, resistance to corrosion, and durability of aluminum chain link fences is outlined in a booklet published by Alcoa. The 12-page booklet may be obtained from the Aluminum Co. of America, Dept. SBS, Pittsburgh 19, Pa.

ROOF DESIGN. A story-and-a-half house frame design provides a guide to efficient roof construction with clear span framing for the first story, and usable space for a good part of the second story. The Teco typical design is for a roof span of 26-feet with 24" spacing. The Timber Engineering Co., Dept. SBS, 1319 18th Street, N. W., Washington 6, D. C.

PALLETIZED HANDLING. A case history bulletin that describes and illustrates how warehouse space was increased 20 per cent, and the working force decreased by 33 per cent through the use of palletized handling of kegs and multi-sized cartons, is available free from Lewis-Shepard Products, Inc., Dept. SBS, 125 Walnut Street, Watertown 72, Mass. Bulletin No. 509-2, a six-page, two color booklet, has nine photos showing the step-by-step procedure followed. Complete specifications of pallet sizes, stacking heights, and equipment necessary to effectively utilize a system of palletized loads are included.

PLASTIC PANEL MANUAL. Filon fiberglass reinforced plastic panels are covered in a dealer manual containing tables, charts, lists of available accessories, patio-building instructions, sales aids lists, and sample building code approval applications. The two-color book is 66 pages long. Filon Plastics Corp., Dept. SBS, 2051 E. Maple Avenue, El Segundo, Calif.

HOME INSULATION. All aspects of home insulation are treated in the Alfol Data Book. The illustrated, 24-page brochure provides thermal control information and advice on preventing moisture damage resulting from condensation in walls and

ceilings. Methods of cutting dealer overhead costs are discussed. Reflectal Corp., Dept. SBS, Borg-Warner Building, 200 S. Michigan Avenue, Chicago 4, Ill.

PATCHING COMPOUND. Advantages of Milmark Fast Patch are listed in a four-page, two-color pamphlet available to dealers. Step-by-step instructions for use of the patching compound in preparing wood or concrete floors are also provided. Mastic Tile Corp. of America, Dept. SBS, Vails Gate, N. Y.

CURTAIN WALL SYSTEM. A 20-page catalog on Geyser aluminum windows and curtain wall explains their basic design and construction, and includes photographs, scale details, specifications, approximate prices, and recommendations for designing economically with the Geyser system. Glazing procedure, acceptable panel styles, and ventilators are also shown and explained in detail. Copies are available from E. K. Geyser Co., Dept. SBS, 915 McArdle Roadway, Pittsburgh 3, Pa.

SCREEN, WINDOW SETS. AIA Homeshield Bulletin No. 35-P-12 illustrates types of roll-formed aluminum screen frames and storm sash frames, plus combinations that make up six matching screen and window sets. Features, specifications, and assembly details are covered, along

with installation hardware. American Screen Products Co., Dept. SBS, 61 E. North Avenue, Northlake, Ill.

POWER TOOLS. Delta's line of industrial tools — drill presses, grinders, shapers, planers, jointers, metal and wood cutting lathes, and saws — is described in a revised 88-page catalog. Specifications, catalog listings, and descriptions of accessories for all tools are included in the two-color catalog. Action photographs and drawings supplement text. Rockwell Manufacturing Co., Delta Power Tool Division, Dept. SBS, 497 N. Lexington Avenue, Pittsburgh 8, Pa.

VIBRATORY SCREED. A four-page illustrated bulletin JE 2346 describes the Thor vibratory concrete finishing screed, with double beam construction and "strap-action" for strike off and compacting to finish concrete slabs in one operation. The Thor Power Tool Co., Dept. SBS, Prudential Plaza, Chicago 1, Ill.

WINDOW HARDWARE. Eight basic types of rustproof window hardware, all die cast of zinc alloy or molded in nylon, are the subject of an illustrated bulletin issued by Gries Reproductor Corp., Dept. SBS, 125 Beechwood Avenue, New Rochelle, N. Y. Halftones, cutaways, and drawings show appearance, construction, and variety of uses for each type of part.



FAITH IN THE FUTURE...

137,137 acres of trees for the future. Walter Hansen, Resource Manager, Ralph L. Smith, President, A. B. Hood, Vice President and General Manager, Ralph L. Smith Lumber Company.

Abundant Forest Resources of

SUGAR PINE • PONDEROSA PINE
DOUGLAS FIR • WHITE FIR
CALIFORNIA INCENSE CEDAR



Quality Products Precision Made

MIXED CARS

The Ralph L.

SMITH
Lumber Company

ANDERSON, CALIFORNIA

Members: Western Pine Assn.,
West Coast Lumber Assn.,
Ponderosa Pine Woodwork

A Thinking Man's Roofing Compound . . . That's GARDNER'S!

You'll forget rainy day damage and discomfort and enjoy the security of outstanding quality, profits and unexcelled service when you stock Gardner's — one of the finest roofing compounds ever made.

Why not investigate the premium distributor benefits of the Gardner's line today? You'll be glad you did.

Use the self stamped reply card in this issue for full information.

gardner
asphalt products co.

post office box 5776

tampa, florida

Aluminum Supermarket

(Continued from page 60)

his home. In another instance, a lady bought two 59-cent Christmas decorator angels, and we eventually sold her an aluminum shower door for her bath.

"Sale of major aluminum products fluctuates with seasons; however, there are some items we carry that are not seasonable — shower doors and aluminum shutters. We do not carry aluminum cookware, for every department store has this in depth; however, we will carry outdoor furniture when the season comes again.

"This brings up an interesting point. Because we are not listed in the yellow pages of the telephone book, most sales representatives who carry aluminum lines fail to call on us when visiting Atlanta. We actually have to write personal letters to manufacturers, asking for sales calls to get essential merchandise for the store. We need many good aluminum items to create the true aluminum 'supermarket,' so we want sales representatives to call on us as soon as possible."

The initial market for aluminum products has come from an area, roughly two miles in radius, around the store. "We've advertised recently in the major newspapers and in the suburban newspapers with good results. However, we feel that our most effective advertising, and by far

the least expensive, has been via handbills, distributed to the homes in the neighborhood. We've 'pushed' special values in these that we know have produced unusually good traffic."

In Haunsz's opinion, direct mail in the form of personally-typed letters will continue to be the best method for expanding the company's dealer service business. "Where can you find a response better than 25 per cent of those to whom you appeal?" he asked.

"We are getting in contact now by letter with north Georgia lumber dealers, sending letters in groups of 15 to 25. We will follow up on all cards returned, and then send out another group. We use a Georgia road map to select those to whom we send the letters, so as to schedule our trips most economically."

The letters follow this theme:

You are probably getting many inquiries from the public concerning aluminum siding as a result of the countless thousands of dollars being spent by the major aluminum companies on television and in many national periodicals. We can help you capitalize on this tremendous selling program. Please check the enclosed postal card, and we will be happy to call on you . . .

"When we make a call, in response to our letter on aluminum siding, we also inform the dealer of the other aluminum lines we carry. Many times, the dealer has a specific sale in mind, and we have actually gone with the dealer to help him close a deal for aluminum materials."

Though Aluminum Sales and Service, Inc., hires outside salesmen from time to time, no permanent staff has yet been formed, for the firm is still concentrating on building retail business first.

Use of aluminum products is fully capitalized upon in the displays erected in the retail store occupied by the firm. A complete side of a house, built entirely of aluminum products, separates the retail selling floor from the stock and work rooms. This serves as a dramatic demonstration unit for all customers interested in building an all-aluminum home or adding a set of shutters, gutters, roofing, or doors.

In addition, appropriate displays are attractively arranged around the selling floor, displaying awnings in various colors, and other

aluminum products.

At present, Aluminum Sales and Service is staffed by Hicks, Haunsz, and a secretary. Their office area is equipped with aluminum furniture and desks appropriate to the nature of their business.

"We have been absolutely amazed at the accuracy of our predictions for this business," Hicks concluded. "As an example of our initial success, we have been able to realize a profit for the first three months operation that is double that indicated in the national profit picture for all lumber yards! With this kind of customer and lumber dealer acceptance, we are looking forward to a very active year."

Carolina Association Plans New Charlotte Offices

A new office and headquarters building for the Carolina Lumber & Building Supply Assn. is under construction in Charlotte, N. C.

A contemporary structure of brick veneer and paneling, the building will provide reception area, three private staff offices, conference room, associate member room, and a workroom. Adequate parking facilities will be provided.

Members, associate members, and friends may contact the association office; W. M. Spurrier, H & S Lumber Co., Charlotte; or R. B. McClure, association president, for information relative to donations of money or materials.

Alcoa President Predicts Increased Use of Aluminum

The upward trend of aluminum consumption since the 1958 first-quarter-low will continue in 1959, and shipments to consumers this year will exceed 1958 totals by better than 10 per cent. This was the prediction of Alcoa President Frank L. Magee in his annual year-end report.

The apparent increase in use of aluminum per unit of durable goods produced offers encouragement to the industry, Magee's report stated. It also noted that growing applications for the metal in building construction offset to some degree the sharply reduced output of many aluminum-consuming durables during the 1957-58 recession.

"THE VERY BEST IS"

TEMPLIN

ENGINEERED ROOF FRAMING



ALL AGENCY AND BUILDING DEPARTMENT ACCEPTANCE
"ENGINEERED BROCHURES AVAILABLE TO ARCHITECTS"

FRANCHISES
NOW AVAILABLE
FOR
TRUSS MANUFACTURERS
AND
PROGRESSIVE LUMBER SUPPLIERS

No Special Equipment Required

WRITE OR PHONE

TEMPLIN

ASSOCIATES, INC.
Vero Beach, Florida

STRICTLY WHOLESALE

ORANGEBURG, S. C.: **Palmetto Sash & Door Company, Inc.**, has been appointed distributor for the millwork products line of Curtis Companies, Inc., of Clinton, Iowa. Palmetto's territory includes South Carolina and the southern half of North Carolina.

MARLINTON, W. VA.: The **B. E. Smith Hardwood Co.** has purchased the B. V. Welsh Lumber Co. of Cumberland, Md., according to President J. W. Smith. The Welsh Co. has operated a large distribution yard for wholesale lumber in the Cumberland area for almost 30 years. This branch, Smith said, will give his company cheaper and quicker distribution to customers in the north and eastern metropolitan areas.

MEMPHIS, TENN.: Hubert H. Emmons, president of **Mississippi Valley Hardwood Sales Co., Inc.**, has been named chief executive of the Lumbermen's Club of Memphis. He succeeds Walter R. Jones of Walter R. Jones Lumber Co.

DALLAS, TEX.: **Liberty Products, Inc.**, a new Texas distributor of aluminum sliding glass doors and aluminum windows, has occupied a 14,000-square-foot office and warehouse building in the Brook Hollow industrial district here. Eddy Mann is president of the firm, which will distribute its products in Texas, Oklahoma, Kansas, Arkansas, Louisiana, Mississippi, and parts of New Mexico, Missouri, and Tennessee.

EL SEGUNDO, CALIF.: New distributors for the line of fiberglass reinforced plastic panels of Filon Plastics Corp. are: **Varner Steel Products, Inc.**, Pine Bluff, Ark., and **Allied Services, Inc.**, Charleston, W. Va. New jobbers for the company are **D. L. Moorehouse Co.**, Corpus Christi, Tex.; **Ted Stone Co.**, McAllen, Tex.; **Richmond Dairy Equipment**, Richmond, Va.; and **Lester Brothers, Inc.**, Martinsville, Va.

NEW YORK, N. Y.: Frank M. Grove, **Carolina-Virginia Distributors**, Greensboro, N. C., has been elected Southeast division council member of the Distributors Advisory Council of Kentile, Inc. The council has been formed to advance "the mutual interests of Kentile and its wholesalers."

ATLANTA, GA.: The **Hillsman Co. of Georgia** here has been appointed distributor for the vinyl and rubber flooring and vinyl countertop materials of the General Tire & Rubber Co. The Hillsman company will handle statewide distribution of General's Bolta-Floor and Bolta-

Top. M. W. Hillsman is president of the firm; William A. Haynes is vice-president and general manager.

NEW ORLEANS, LA.: Ray H. Winn, **George H. Lehleitner & Co.**, has been elected South Atlantic wholesale distributor representative on the Armstrong Cork Co. policy committee.

LOUISVILLE, KY.: **Lumbermen's Wholesale Service, Inc.**, has been appointed jobber for Terraflex floor tile and other J-M products by the Johns-Manville Sales Corp.

NASHVILLE, TENN.: The **Nashville Sash & Door Co.** has doubled its floor space by the purchase of the Nashville Bag & Burlap, an adjoining building. Company floor space is now approximately 56,000 square-feet. The firm distributes windows, doors, stock millwork, Libbey-Owens-Ford glass, plywood, and other building materials to middle Tennessee, northern Alabama, and southern Kentucky.

MEMPHIS, TENN.: **John T. Everett & Co.** has been appointed hardware representative here for the Atkins Saw Division of Borg-Warner Corp. Atkins territory covered by the Everett organization includes Tennessee, Mississippi, Alabama, Georgia, South Carolina, and Florida.

FT. LAUDERDALE, FLA.: **Kitchen Trends, Inc.**, has been appointed distributor for the kitchen lines of Nevamar Carefree Kitchens of Oden-ton, Md.

LOUISVILLE, KY.: The **W. L. Allen Lumber Co.** here has been appointed distributor for the flooring products of the Azrock Products Division, Uvalde Rock Asphalt Co. of San Antonio, Texas.

"Fabwodi" or Else . . .

(Continued from page 63)

ers to analyze operations and make improvements where necessary.

"How to Organize for Profit with Merchandising Ideas That Work" was a topic tackled by the second "profit-huddle" team, presiding officer of which was Horace Scott, president, Scott Lumber Co., Amarillo, Texas.

Comprising Scott's panel were Bob Blackstock; Don Ross, Des Moines, Iowa; Earl E. Rogers, Kirksville, Mo.; Kenneth W. Castle, St. Joseph, Mo.; and G. E. Vanduser, Wichita, Kans.

Blackstock encouraged development of a package home program, similar to Lu-Re-Co, in order to meet competition from the "prefabbers." "With Lu-Re-Co, all you need is \$300 for your franchise and about \$75 for your rig, and you're in business," he said.

Castle recounted his company's experience with construction of a Masonite show-case home in St. Joseph, where joint cooperative effort on the part of local dealers, distributors, and manufacturers brought out unexpected thousands to view the home and, thus, become potential home-building customers of the firm.

Why Farmers Buy

Rogers, a farmer, explained reasons that prompted his trade with local retail lumber dealers in his area. In order, he enumerated dealer-practices attractive to farmers: good display; available literature on both old and new building products and their proper usage; acceptance of the farmer as a full-fledged citizen and offering him package deals (small and large), as well as acceptable credit arrangements, ordinarily limited to townspeople employed in "obvious" industry.

Ross opined that dealers are overlooking a lucrative market in kitchen modernizations and built-in installations among farm wives, who yearn for the attractive, labor-saving things enjoyed by their city-living counterparts. "An important thing to consider is that today's farmer is probably in a better financial position to remodel his kitchen than anybody else these days. Consider that the country's farm income in 1958 surpassed the \$31-billion mark," he suggested.

Kitchen Sales Tips

Ross recommended adoption of the following dealer-tips to increase farm kitchen sales: Use of all possible printed sales helps; the holding of kitchen clinics; film-strip showings; displays at home shows; kitchen visitations by prospects; dealer open houses; permanent dealer kitchen displays; county fair exhibits; local advertising; and cooperative inter-industry advertising.

Vanduser told dealers to merchandise via open display, and to try attracting as many women-buyers as possible into the store. He also recommended that dealers re-order weekly only that amount of hardware sold during the preceding week.

How to Win Customers

Scott outlined practices found by his organization to be helpful in attracting and keeping satisfied customers. Among such, he recommended use of early-morning ra-

dio advertising, aimed at the farmer, and "folksy" in presentation; free notary service; trade stamps on cash sales only; periodic handwritten postal card mailings to all customers; free engraving service; a quotable piece-price on all stock; use of personalized business cards by all employees, including truck drivers; free loan service on small tools for small jobs; plenty of free-rolling sidewalk displays on rubber wheels; and an open-all-day Saturday policy.

Merchandising Components

Comprising an all-industry session on the third morning of the convention were presentations by Leslie G. Everitt, vice-president, National Retail Lumber Dealers Assn., Colorado Springs, Colo.; Richard E. Spelts Jr., and a panel discussion on "Why Dealers Must Merchandise Components." Panel speakers included Raymon H. Harrell, and Clarence A. Thompson, executive vice-president and president, respectively, of the Lumber Dealers Research Council, Washington, D. C.; Dan B. Sedgwick, merchandising director, Douglas Fir Plywood Assn., Tacoma, Wash.; and Harry S. Walker, sales promotion manager, Caloric Appliance Corp., Jenkintown, Pa. Everitt emphasized the fact that, of 25,000 known retail lumber dealers in the U. S., only 12,000 were members of organized lumbermen's groups. He outlined those activities of NRLDA of direct benefit to the retail lumber dealer at grass-root level.

Spelts, who successfully manages a small line of yards in Nebraska, suggested workable dealer methods of collecting bad accounts, particularly stressing use of such tools as conditional sales contracts, promissory notes, and mechanics liens.

"Don't hesitate to be attentive to the customer who owes you," he cautioned, "remember, it's the squeaking wheel that people oil."

Lu-Re-Co Campaign

Harrell spelled out improvements made in component handling and selling; designated the Lu-Re-Co library available to dealers on sales, promotion, and other aspects; and announced approach of the initial Lu-Re-Co advertising campaign in the *Saturday Evening Post*, beginning in June. In turn, Thompson, Sedgwick and Walker described aspects of merchandising components. Creative selling is one of the greatest chal-

lenges to the retail lumber dealer of today, it was agreed.

Heading up the final "profit-huddle" on "How to Build Bigger Business Through Better People" was John B. Egan, sales training director, Wood Conversion Co., St. Paul, Minn.

Egan used a flannel-board demonstration to state his contention that, despite a revolution in distributive and sales aspects during the next thirty years, it will still take people to sell products and people to buy them, factors not to be taken over by the most intricate IBM equipment.

"The progressive retail lumber dealer of the future is the one who will continuously train his sales staff to know the products they sell, and to develop their ability to get along with people," Egan concluded.

Management-Employee Hearings

As a final send-off for dealer-members in attendance, the Association presented a playlet, "The Case of the Employer's Dilemma" or "Who's Strangling Your Business?" a special "hearing" for both management and employees to determine causes and remedies for apathetic attitudes on the part of industry personnel which result in declining sales and profits for all firms.

The cast included Marvin Von Fange, secretary-manager, Kansas Lumbermen's Assn., Salina; Leslie G. Everitt; Vern H. Elsen, Armstrong Cork Co., Kansas City, Mo.; Jack C. Davis, Hutchinson, Kans.; Jesse D. Davis, Tamko Asphalt Products, Inc., Joplin, Mo.; Stanley A. Tyron, North Kansas City, Mo.; William R. Shockley, Springfield, Mo.; Kenneth W. Castle, St. Joseph, Mo.; and John P. Hammerschmidt, Harrison, Ark.

New Association Officers

Southwestern Association officers elected for 1959 were D. J. Fair, Sterling, Kans., president; James H. Wiseman, Searcy, Ark., 1st vice-president; W. W. Richardson, Tulsa, Okla., 2nd vice-president; William R. Shockley, Springfield, Mo., 3rd vice-president; and Harold E. Waddill, treasurer, and G. Kenneth Milliken, executive vice-president, both of Kansas City, Mo.

Newly-elected three-year-term directors were Harley Sherman, Oklahoma City; Frank Briggs, Stilwell, Okla.; John A. Erickson, Clay Center, Kans.; Henry Schwaller, Hays, Kans.; John B.

Lowe, Hope, Ark.; Newt K. Irwin, Kansas City, Mo.; and Lester J. Woods, Partageville, Mo.

John P. Hammerschmidt, Harrison, Ark., was elected for a two-year term, and Lowell B. Adams, Ada, Okla., for a one-year term.

Convention Treats

Outstanding session highlights for dealer-members and wives included a 2½-hour guest-appearance by Mary Martin, assisted by a 20-piece orchestra, a guitarist, and a male dancer; a night-club party, where Nelson Eddy and a singing partner, Gale Sherwood, were starring; and a climax luncheon, featured speaker at which was Pulitzer Prize-Winner Marguerite Higgins, noted newspaper correspondent.

More than 150 commercial exhibitors daily manned approximately 225 display booths in the Exhibition Hall of the Municipal Auditorium. Registration topped the 5,000-mark.

New Tax Laws

(Continued from page 58)

porating and leave the profits in the business for purposes of expansion, building new stores and plants, and the like, and thus continue to build up his holdings without receiving the money personally and paying what, in some cases, amounted to almost an all-consuming personal tax thereon.

Individual-Partnership Corporation

In 1958, the other step was taken, whereby the corporation may elect to be taxed as though it were an individual ownership or a partnership and thus permit the owners to take the practical advantages of the corporation and retain substantially the same tax advantages as though they had remained unincorporated.

Thus, at this point, operators who are not incorporated because of this tax feature, but who would like to be, may seriously consider the advisability of incorporating and taking advantage of this tax election.

Also, businesses which are already operating as corporations, and who are eligible to make this election, may wish to consider seriously the possibility of tax savings by electing to be taxed as partnerships or individual ownerships, although there are more problems inherent in this situa-

tion than meet the eye.

Considerations in Incorporating

In considering this change, the businessman will need to ask himself several questions:

1. Am I eligible?
2. Will it benefit me?
3. Can it hurt me?
4. How and when do I do it?

To be eligible (1) the corporation must be a domestic corporation, which yours probably is, (2) your corporation must have not more than ten stockholders, (3) your stockholders must all be individuals (or an estate), (4) you must have no nonresident aliens as stockholders, (5) your corporation must not have more than one class of stock, and (6) your corporation must not be eligible to file a consolidated return with any other corporation.

Whether the election will benefit you can best be determined by the person who normally makes up your federal income tax returns — perhaps you, your tax lawyer, your accountant, or your bookkeeper. It may be as simple as working out comparative tax returns for past years on an individual or partnership basis, and comparing the results with the taxes you have been paying as a corporation, although you may need a crystal ball to predict your future earnings in order to estimate the extent of the tax savings, if any, the election will afford you.

If you are not already incorporated and have remained unincorporated because of this tax problem, and now wish to realize the advantages of incorporating, the problem may be simple for you under the new amendment. It would seem at this point that the problems and dangers apply less to individual ownerships and partnerships which wish to incorporate than to the already existing corporations which wish to consider the advantages of making the election.

Disadvantages of Changing

To attempt to point out all of the instances in which the election might backfire and cause more detriment than benefit, would make this article much too long and technical, even if it were possible at this time for anyone to foresee all of the situations that might arise. Mentioning a few such problems may justifiably underline the thought that there are possible detriments and unforeseen con-

sequences which might arise if the election is made without adequate study in each individual case.

Suppose an existing corporation has a substantial loss carry-forward, and, without taking this into consideration, elects to be taxed as a partnership. By so doing, it would lose the loss credit.

Suppose an existing corporation has presently an accumulation of earnings from previous years. It elects to be treated as a partnership and during the election year realizes additional earnings on which the stockholders must pay a personal tax whether distributed or not. The election works all right if the election year earnings are actually distributed. But suppose the corporation needs to keep these additional earnings and does not actually distribute them. This would be all right, too, if the corporation continued on the election basis for subsequent years, since these earnings could be later distributed without additional tax.

But suppose the corporation is automatically thrown out of its elected status in a later year. This could happen unexpectedly. For example, one of the stockholders might sell a share or so of his stock and create more than ten stockholders. The way the law is presently written, it might be difficult, or even impossible, to then distribute the elected year earnings without paying a second personal tax thereon. The thinking now is that probably this result could be avoided unless all of the corporate earnings, other than the elected year earnings, were first distributed, a practical impossibility in many cases.

Unanimous Consent

The new law imposes a real problem by requiring unanimous consent of all the stockholders before the election can be made, and also in order to maintain the status even after elected. A majority of the stockholders will not do. It would seem to present a real opportunity for a dissatisfied minority stockholder to give trouble and perhaps force the other owners to buy him out at a good price. He could, as in the above example, cause the corporation to lose its elected status by simply selling one share of his stock to another stockholder who refuses to consent, or by selling several shares so as to create more than ten stockholders. Either of these actions would automatically terminate the elected status of the corporation and force

it back into normal corporate tax treatment, perhaps at the very time that it would be very costly to make such change. The majority owners of the corporation are not normally so much at the mercy of a small shareholder.

Thus, it would seem that this tax benefit might be better used where the owners of the business are few, say three or four, rather than the full ten the law allows. It is less likely that two or three stockholders, each having a substantial interest in the business, would create such a problem than would be the case where there is a stray stockholder owning only a small portion of the business.

Temporary Election Benefits

Back to the benefit side: in addition to the year-by-year savings that might result to a corporation which can handle the difficulties such as described above, the Act presents some possibilities for benefits to be gained by a temporary election, say for one year, to be terminated the following year. Thus, if the corporation has a particular year in which heavy losses are contemplated, and the individual owners have income from other sources, the election for this particular year would enable the individual owners to offset the loss against their other income. In other words, that particular year they make better use of the loss credit than the corporation could.

Also, if the corporation expects to sell a substantial part of its assets during a particular year, an election for that year might be used to make less difficult the disposal of these assets with favorable tax treatment.

The foregoing are a few benefits and detriments which may reasonably be pointed out at this time. If you decide to make the election (either to be taxed as an individual or partnership, if you are already operating as a corporation, or, if not, to incorporate and then so elect), here are a few things that will interest you.

The corporation may not elect the tax treatment discussed in this article unless all of the stockholders consent. This means all of the stockholders of record as of the first day of the taxable year, or if you make the election after that date, stockholders of record when the election is made.

Problems of Change-Back

Once your company has made

Classified Advertising

SALES REPRESENTATIVES WANTED

We are anxious to interview experienced and aggressive men who will act as District Sales Managers in assigned territories. We offer a nationally advertised complete line of aluminum windows. (Commodity windows, jalousies, commercial, engineered and curtain walls.) Your job is to sell distributors and dealers and to establish engineering agents.

This is an opportunity for men who can earn good money.

Send complete resume of previous sales experience. All information will be held confidential.

Superior Window Company
625 E. 10th Avenue
Hialeah, Florida

MANUFACTURERS REP. WANTED

WANTED — Manufacturer Representative — to sell complete line of ornamental iron and aluminum railing and columns. A Do-It-Yourself Item — a volume product with fast turn-over. Liberal Commission. State area in which you sell when writing for details. Elite Fabricators, Bel Air, Maryland.

FOR SALE

We are anxious to close out large quantities of inventory items listed below. Please write indicating items you are interested in and we will mail schedule on that item. All prices below manufacturers selling price — some at 50% off manufacturers price:

Spiral & tape sash balances
Kitchen Cabinet Tinware
U.S.G. Metal Arches
U.S.G. Aluminum Louvers
Hudco Sink Frames
WPP Combination storm & screen doors
1 1/2" WPP Screen doors
1 carload Solid Core flush doors, many woods, mostly large doors
Cheap bathroom cabinets
Mail inquiries to P. O. Box 1500, Bluefield, West Virginia.

FOR SALE

Windows & Blinds. Please mail inquiries on 1 1/2" WPP Windows R.D. or Set Up glazed in following quantities: LCL, 300 Windows, 1200 Windows, or Trailer lot. We ship lineal sash stock orders in 3 days. Can still book for 30 day shipment on blinds with fixed slats, large or small orders.

Bluefield Sash & Door Co., Inc.
P. O. Box 1500
Bluefield, West Virginia

BUSINESS OPPORTUNITY

Profitable LOWE'S ASSOCIATE STORE Franchises are now available in selected locations. Capital of about \$30,000 is required. You can make more money in retailing with LOWE'S Progressive Associate program. Contact Robert L. Strickland, LOWE'S Central Office, North Wilkesboro, North Carolina.

MANAGER WANTED

Manager wanted for retail lumber and building material yard located in northwest Florida. Established business with annual sales running \$200,000 to \$300,000. Manager will be expected to assume full responsibility. Box 104, Southern Building Supplies, 806 Peachtree St., N.E., Atlanta 8, Georgia.

the election, it can change back only if all of the stockholders consent to the change-back, or if a new person becomes a stockholder and refuses to go along with the election, or if your corporation ceases to qualify—as, for example, if it acquires more than ten stockholders or acquires a nonresident alien as a stockholder, or another corporation as a stockholder, or if your corporation derives more than 80 per cent of its gross receipts from sources outside of the United States, or if your corporation's gross receipts are derived from interest, dividends, rents, royalties, or other similar forms of income.

It is also difficult to be wishy-washy about the matter. If you first make an election, and later terminate the election and go back to the normal form of corporate taxation, your corporation can't then re-elect this tax treatment until five tax years have passed. The commissioner can grant you an exception to this rule if you can show him good reasons for jumping around so much.

If you decide to make the election, you must do so either in the month before the beginning of the taxable year for which you are making the election or in the first month of that year. When you make the election, it is effective for that taxable year and also for subsequent years until terminated.

You will make your election on Form 2553, which has been made available by the Internal Revenue Service, which includes such pertinent information as the consent of all shareholders, showing the name and address of the corporation and of each shareholder, the number of shares of stock owned, and the date or dates acquired by each shareholder. If you don't use the Treasury Department Form 2553, your own form must give the same information.

New Tax Return Form

Having made the election, you will later file your corporation income tax return on a new form which has just been issued, and known as Form 1120-S. This new form includes a distribution schedule showing how the net income is divided among the shareholders. Each shareholder must, of course, include in his individual tax return the amount shown in this schedule as being his distributive share of the net income, whether or not it is actually distributed to him. Thus, even if some of the profits are left with the corporation for

expansion or to strengthen the surplus account, the individuals must still pay their personal tax on such amounts, although they won't have to pay it again later when they actually receive the money and there has been, of course, no corporation income tax paid.

The payment of personal income tax on earnings which are left with the corporation might work out well in many instances. Remember, however, the difficulty mentioned earlier in this article where the exempt status is later lost. Certainly, the wealthy stockholder who is in the high income tax bracket would rather pay the normal corporate income tax, than his personal tax on money which is actually being left in the corporate treasury. Corporations which wish to retain, rather than distribute, a substantial part of their earnings would do well to go slow and consider the possible detriments that might result.

Particular Benefits Vary

Tax changes which suggest benefits must always be considered very carefully by each individual taxpayer. Sometimes they turn out, in the long run, to be mere tax deferrals, and occasionally even increase the total amount of tax paid over an extended period of time. The marital deduction trusts in connection with the federal estate taxes have, sadly enough, worked out this way in a few instances.

In most cases, the benefits of the present amendment are real. You will want to analyze the amendment carefully, its benefits and possible difficulties, in connection with your own particular business. You may find that this amendment and this election are just what you have been needing.

Linoleum Outlet

(Continued from page 53)

participation creates a tremendous interest in the program, apart from the practical information carried.

Linoleum and tile are given prominent mention on the program. They are given a further boost as the announcer asks those who contemplate remodeling their homes to call the company.

James A. Snider is the outside man, working on commission. All inquiries from the various forms of advertising go to him for prompt follow-up. In addition, he checks daily with other departments in

the company for tips on homeowners planning to remodel or enlarge their homes. These various sources — and replies to advertising — form the backbone of his outside sales effort.

Snider works by appointment only. Before he makes outside calls, he telephones several inquirers and sets up definite appointments.

He carries a few floor covering samples, not to try to close a contract on this first call, but to whet the customer's interest in linoleums and to help induce him to come to the store for an inspection of the complete line. Most sales are closed in the sample booth at the store.

The sample booth, located against the right-hand wall of the main salesroom, is a powerful asset in helping prospects to select their patterns and in sales-persuasion.

The booth contains compartments — each squared to display a piece of linoleum 18" square. The sample is convex, so that it protrudes outward in the center about 4". There are spaces in the booth to show 60 samples at a time, each conspicuous and easily within reach of the prospect.

A table and chairs are provided, where customer and salesman may sit to examine and discuss various samples.

The linoleum stock is in an adjacent building, where little attempt at display is evident. Instead, there is a wide floor, where any roll of linoleum may be spread for inspection.

"We have never found a way to show rolls of linoleum attractively," declares Murray. "That is why we built the special display and sample booth. We can

show samples invitingly here."

When a customer shows particular interest in a certain sample and wonders how it would look in the roll, he is invited back to the stockroom, where the salesman unrolls the pattern for his complete inspection. Seeing the linoleum laid out on the floor hastens a customer's decision as to whether or not he likes that particular pattern.

Samples of asphalt tile, sheet vinyl, sheet rubber, and cabinet-covering materials are displayed on a low, broad table in front of the linoleum booth. The prospect can select his choice here or look further at larger pieces in stock.

The company sells the complete job — materials and installation. It contracts the work with men who devote the greater part of their time to Armstrong sales, although they are at liberty to work for others, as well. The contract price for laying linoleum is 75-cents per yard, and the company handles all financing and details of the contract. The customer pays the company, which settles with the contractors. Armstrong requires contractors to make good any installation job that is not satisfactory.

Stained Glass Windows

(Continued from page 61)

where the pulpit once stood.

The transformation is complete. Instead of the little white church with the modest sign, "Daisy Methodist Church," and bulletin board announcing the week's service, there is now a modern store, complete with flashing, modernistic neon sign. The only indication of the building's previous identity

are the stained glass windows, some of which are of a memorial nature, ultimately to be moved to the new church.

Bowen, a building contractor, operated for some years as Bowen-Ivey Co. However, with a growing interest in his building supplies firm, he plans to sever connections with the general contracting business, and turn his attention to kitchen and bathroom modernization, room additions, and garage buildings.

Bowen figures that he can install things he sells and supply things he does not install. In addition to the store, he also has a cabinet shop, a 40' x 80' building where kitchen cabinets and other items of furniture are manufactured. These items can be marketed from his retail outlet. With this new building supply store, Bowen feels, he is in a much better position to capitalize on the building boom, which he expects to continue indefinitely.

Kitchen Sales Soar

(Continued from page 52)

difficulty and loss. A customer sometimes changes from plaster to drywall, cabinet dimensions are thrown off, and nobody notifies us of the change," Stewart said.

"Materials delivery is another trouble - spot, especially when everything is set and the base cabinets have not arrived. Constant checking, taking responsibility for all details, and working closely with the builder are ways to avoid difficulties, make a job more profitable, a customer happier, and a builder eager to do further business with you."

IS YOUR ADDRESS CORRECT?

If there's been a change in your mailing address — from what is shown on the mailing label — please send us your correct address. Write to:

SOUTHERN BUILDING SUPPLIES

806 Peachtree Street, N.E.

Atlanta 8, Ga.

WISE BUILDERS INSIST ON GENUINE

Dur-O-wal

Rigid Backbone of Steel For Every Masonry Wall



Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD., Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLORADO Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

The Bennett 2-WAY PANEL SAW

CROSS-CUT OR
RIP

TILE BOARD
PLYWOOD

PLASTIC LAMINATES
HARDBOARD

And Other Materials!

NOW...make a
PROFIT
cutting panel
boards to size!

Retail lumber yards all over the U. S. and Canada are using the Bennett 2-Way Panel Saw to give quick, accurate, cut-to-size service—at a profit.

• **ACCURACY**—all cuts are consistently square. Vertical and horizontal scales are attached for selective cuts.

• **SAFETY**—machine is fool-proof. Completely safe for unskilled help.

• **RIPS OR CROSS CUTS** without removing panel from machine.

• **ONE MAN OPERATION**—one man can cross cut or rip a 4' x 12' panel quicker than two men can on a table saw.



WRITE FOR PRICES AND LITERATURE

RICHARD C. BENNETT MFG. CO.

BOX 331

LACEYVILLE, PENNA.

ORDER NOW—FROM CLEVELAND PLYCLIPS

Eliminate wood blocking on plywood roof construction. Extruded aluminum alloy. 5 sizes from 3/8" to 13/16". Send for Plyclip brochure.



Developed and tested
by Plywood Research
Foundation.



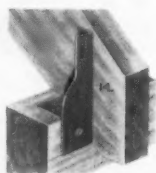
YOU CAN ALWAYS DEPEND ON
CLEVELAND
BUILDING SPECIALTIES

STRONGER JOINTS
AT LOWER COST—

CLEVELAND 3-WAY FRAMING ANCHORS

Faster more rigid framing—nails act in shear for greatest strength. No toe nailing! No splitting!

3 styles—18 gauge galvanized steel



MORE THAN 50 TOP-QUALITY BUILDING PRODUCTS
WRITE FOR CATALOG—OR SEE IT IN SWEETS

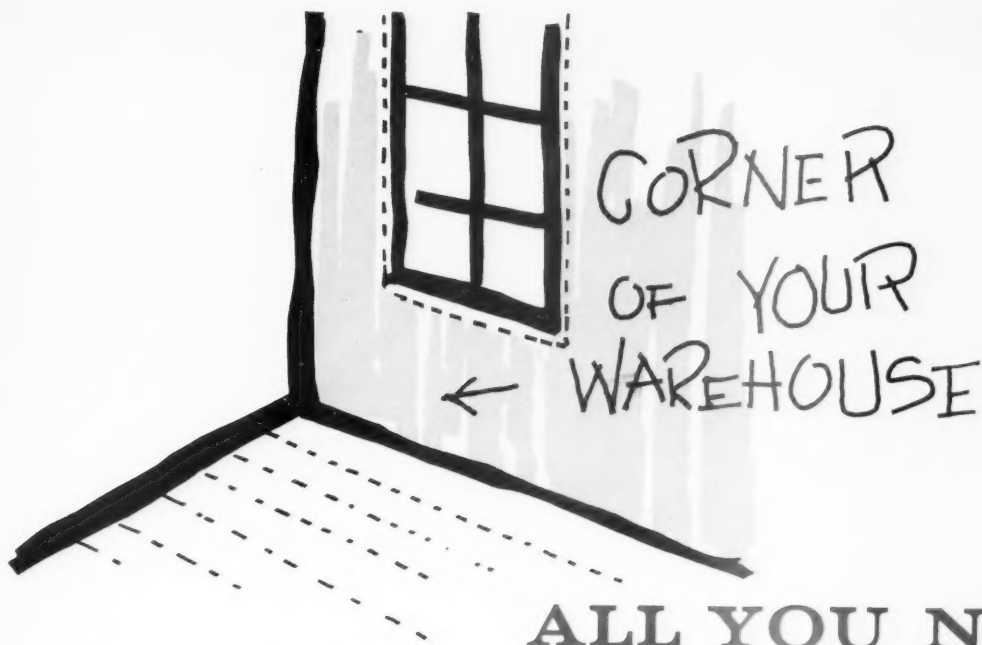
CLEVELAND STEEL SPECIALTY CO., INC.

ESTABLISHED 1924—3761 EAST 91ST STREET, CLEVELAND 5, OHIO

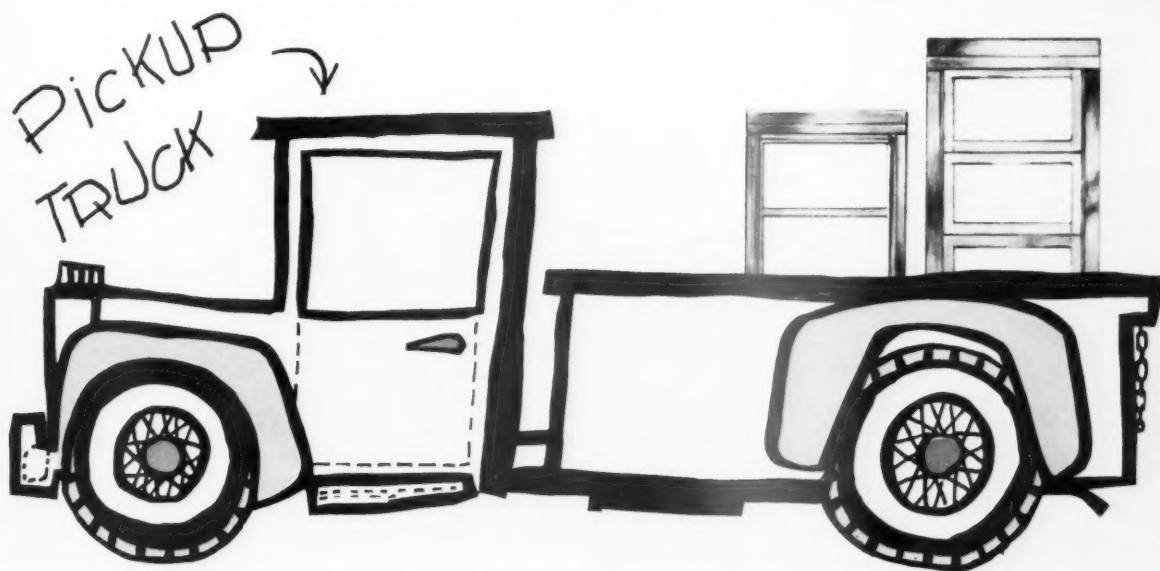
Index of Advertisers

This Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

A	Lion Oil Co., Asphalt Products Div.	*
Alabama Metal Lath Co.	Louver Manufacturing & Supply Co.	*
Allison Lumber Co.	Majestic Company, Inc.	*
Allmetal Weatherstrip Co.	Marsh Wall Products, Inc.	91
American Screen Products Co.	Masonite Corporation	*
Andersen Corp.	Maywood, Inc.	*
Anthony Truck Co.	Minnesota & Ontario Paper Co.	28, 29
Armstrong Cork Company.	Insulite Division	41
Building Products Div.	Misericamie Tile Co.	24
Arrow Fastener Co., Inc.	Monarch Metal Weatherstrip Corporation	24
Atlanta Oak Flooring Co.	Mt. Vernon Furnace Mfg. Co.	46
Atlantic Steel Company	M W Distributors	46
B	N	
Barclay Mfg. Co., Inc.	National Lock Co.	*
Barclite Corporation of America	National Metal Products Co.	*
Barrett Division, Allied Chem. & Dye Corp.	National Mfg. Co., Fourth Cover	37
Bennett Mfg. Co., Richard C.	Nichols Wire & Aluminum Co.	37
Berry Door Company	O	
Bestwall Gypsum Co.	Okeech Clay Products Co.	67
Binswanger and Company, Inc.	P	
Bradley-Southern Division, Potlatch Forests, Inc.	Pacific Lumber Co.	71
Britt Sliding Door Corp.	Paine Lumber Co., Ltd.	*
C	Palmetto Sash & Door Co., Inc.	1
Caldwell Mfg. Co.	Panelboard Mfg. Co., Inc.	23
Cameron & Co., Wm.	Penn-Dixie Cement Corp.	*
Caradco, Inc.	Phifer Aluminum Screen Co.	83
Cauchotex Industries, Inc.	Puerto Rico Marble Ind., Inc.	4
Celotex Corp., The	Q	
Certain-teed Sales Corp.	Quaker State Metals Co.	43
Clark Wire & Supply Corp.	R	
Classified Ads	Republic Steel Corporation	21
Cleveland Steel Specialty Co., Inc.	Reynolds Aluminum Supply Co.	2
Columbia Mills, Inc.	Ridge Tool Co.	*
Cox & Sons, Inc., Arthur	Rock Island Millwork Co.	*
Cuekler Mfg. Co.	Ruberoid Company	7
Curtis Companies, Inc.	Rudiger-Lang Co.	11
D	S	
Dant and Russell, Inc.	Samuel Stamping & Enameling Co.	73
Daryl Products Corp.	Schlage Lock Co.	*
Davis Co., H. B.	Shakertown Corp.	47
Dennis & Co., W. J.	Shower Shield, Inc.	*
Dennix Products Co.	Simpson Redwood Co.	48
Desmond Bros.	Smith Lumber Co., Ralph L.	103
Dexter Industries, Inc.	Southeastern Tool & Die Co.	89
Dickey Clay Mfg. Co., W. S.	Southern Door-Lite Co., Inc.	101
Dierks Forests, Inc.	Southern Metal Products Corp.	3
Dodge Wire Products Corp.	Southern Pine Assn.	17, 18
Donald Durham Company	Southern Sash Sales & Supply Co., Inc.	Third Cover
Donley Bros. Co.	Steel Door Corp.	*
Douglas Fir Plywood Assn.	Superior Fireplace Co.	*
Dur-O-Wal Division, Cedar Rapids Block Co.	T	
E	Tarter, Webster & Johnson, Inc.	92
Elite Fabricators	Templin Associates, Inc.	106
F	Tennessee Coal, Iron & Railroad Div., U. S. Steel Corp.	30, 31
Flintkote Co.	Tennessee Fabricating Co.	*
Fry Roofing Co., Lloyd A.	Tennessee Stove Works	78
G	Trinity White Div., General Portland Cement Co.	*
Gardner Asphalt Products Co.	Turpentine & Rosin Factors, Inc.	*
Georgia Pacific Corp.	U	
Grand Rapids Hardware Co.	Unico Aluminum Windows	Third Cover
Grant Pulley & Hardware Corp.	Union Lumber Co.	40
H	Unique Balance Co.	*
Hager & Son's Hinge Mfg. Co., C.	U. S. Plywood Corp.	*
Haves Corp., The	United States Steel Corp., Tenn. Coal, Iron & Railroad Div.	30, 31
Honnasote Co.	Universal Paradise Pools, Inc.	*
Huttig Sash & Door Co.	V	
I	Versa Products Company	87
Ideal Co.	Vestal Manufacturing Co.	*
Independent Nail & Lacking Co.	Vulcan Metal Products, Inc.	85
Industrial Products Co., Inc.	W	
International Paper Co., Long-Bell Div.	Want Ads	110
Wood Preserving Div.	Warp Brothers	*
Insulite Division of Minnesota and Ontario Paper Co.	Weather-Proof Co.	*
Ives Co., H. B.	West Coast Lumbermen's Assn.	*
J	Western Pine Association	13
Johns-Manville, Inc.	Weyerhaeuser Sales Co., Sam A.	32, 33
Johnson Co., C. S. (Kochring Subsidiary)	Wing Co., Inc.	*
K	Winslow Govt. Standard Scale Works, Inc.	93
Kearsey & Mattison Co.	Wood Conversion Co.	*
Keystone Steel & Wire Co.	Z	
Knappe & Vogt Mfg. Co.	Zegers, Inc.	*
Koppers Co., Inc.	Zonolite Company	*
Wood Preserving Div.	Zuber Lumber Co.	*
Kordite Company		
L		
Leslie Welding Co., Inc.		
Libbey-Owens-Ford Glass Co.		



ALL YOU NEED



to be a Ualco* aluminum window dealer



The Complete Line

SOUTHERN SASH

SALES and SUPPLY CO., INC. • SHEFFIELD, ALA.

SHEFFIELD, ALABAMA
FLORENCE, ALABAMA
HUNTSVILLE, ALABAMA
MONTGOMERY, ALABAMA
VAN NUYS, CALIFORNIA

SAN LEANDRO, CALIFORNIA
TAMPA, FLORIDA
FORT LAUDERDALE, FLORIDA
ELIZABETH, NEW JERSEY
CANTON, OHIO

*A few exclusive territories still available.

All right! WHY buy builder's hardware
direct from *National of Sterling?*



Inventory is easier...
faster...more accurate

...WITH NATIONAL'S
NEW DECIMAL PACKAGING
AND UNIT PRICING SYSTEM

Busy dealers agree that decimal packaging simplifies stock record keeping and inventory control. Every "National of Sterling" item is packaged in units or multiples of *ten*, instead of a hard-to-figure dozen, $\frac{1}{4}$ -dozen, $\frac{1}{3}$ -dozen, etc. Every item is priced on the unit basis... so machine figuring is a breeze! Besides, it's easier to keep tabs on stock. Isn't it time for *YOU* to join the swing to "National of Sterling?"

WRITE FOR FREE CATALOG TODAY

NATIONAL MANUFACTURING CO.

14903 First Ave.,

Sterling, Illinois

